

# CHEMIST & DRUGGIST

The newswelcome for pharmacy

August 28, 1993

**1991**

Slimming aids/meal replacement  
market worth £17million\*



**1992**

Slimming aids/meal replacement  
market worth £50million\*



Last year Slim-Fast grew the slimming  
market by a staggering 200%\*

## Slim-Fast®

**NUMBER 1 IN SALES. NUMBER 1 IN PROFIT**

\* Source: Industry estimates

## Row over Post Office script service

Middlesex Group  
adds voice to  
debate on pay

Ferndown Boots  
application gets  
thumbs down

C&D/Whitehall  
launch '94 shop  
design awards

5,000 enrol for  
de Brus shop  
skills training

The face behind  
Neutrogena UK

How to deal  
with redundancy

AAH open new  
Glasgow depot



# The Corsodyl spokesman

**Corsodyl** Mouthwash has the unequivocal recommendation of dentists.\*

They know there's no better way for their patients to take care of gingivitis, or for that matter, conditions as diverse as aphthous ulcer, oral candidiasis and denture stomatitis.

They know that **Corsodyl's** active ingredient, 0.2%<sup>†</sup> chlorhexidine, sets it apart.

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chlorhexidine gluconate

**No Gingivitis. No Contest. No wonder dentists recommend it.**

**PRODUCT INFORMATION** Consult Data Sheet before prescribing. **USE** Inhibition of plaque; treatment and prevention of gingivitis; maintenance of oral hygiene. Mouthwash and Mint Mouthwash are also indicated for the promotion of gingival healing following surgery and the management of aphthous ulceration and oral candidiasis. **PRESENTATION** Spray and Mint Mouthwash: A clear colourless solution containing 0.2% w/v chlorhexidine gluconate. Mouthwash: A clear pink solution containing 0.2% w/v chlorhexidine gluconate. Dental Gel: A clear colourless gel containing 1% w/w chlorhexidine gluconate. **DOSAGE AND ADMINISTRATION** Spray: Apply to tooth and gingival surfaces using up to twelve actuations of the spray twice daily. Mouthwash and Mint Mouthwash: Rinse mouth with 10ml undiluted for one minute twice daily. Prior to dental surgery, rinse mouth with 10ml for one minute. Dental Gel: Brush the teeth with one inch of gel for 1 minute, once or twice daily. **CONTRAINDICATIONS** Previous hypersensitivity reaction to chlorhexidine. Such reactions are, however, extremely rare. **PRECAUTIONS** For oral use only, keep out of eyes and ears. **SIDE EFFECTS** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine have also been reported but are extremely rare. Superficial discolouration of the tongue, teeth and tooth-coloured restorations may occur. This usually disappears after discontinuation of treatment. Staining can largely be prevented by cleaning teeth or dentures before use but may sometimes require scaling and polishing for complete removal. Stained anterior tooth-coloured restorations which are not adequately cleaned by professional prophylaxis may require replacement. Transient taste disturbances, burning sensation of the tongue and oral desquamation. Very occasional parotid swelling. **PRODUCT LICENCE NUMBER AND BASIC NHS COST** 'Corsodyl' Spray (0029/0230) 60 ml (OP) £2.80 'Corsodyl' Mouthwash (0029/0124) 300 ml (OP) £1.25 'Corsodyl' Mint Mouthwash (0029/0201) 300 ml (OP) £1.25 'Corsodyl' Gel (0029/0080) 50g (OP) £0.83 'Corsodyl' is a trademark. Legal Category P Date of last revision March 1993. \*Source: Milpra Independent Research, 1992. <sup>†</sup>Corsodyl Dental Gel contains 1% w/w chlorhexidine gluconate.



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# CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST & PHARMACY UPDATE

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## Comment

In 1993, community pharmacies in the UK are having to face up to some of the harsher realities of commercial life as the NHS "contract" becomes less attractive. There is, perhaps, a fresh need to match professional aspirations to the delivery of new services and to check that retailing profiles meet the needs of the customer and therefore the business.

The shopfloor and dispensary environments — plus the right staff with the right training — are the key to successful pharmacy retailing. For many pharmacists, although trading may be difficult at present, the time is right to adjust retailing and professional methods for serving the public with their NHS and private healthcare requirements.

"Traditional pharmacies" selling traditional pharmacy lines and providing the core NHS dispensing services with no new role frills will remain the backbone of UK pharmacy. But for some, the local health services that will be sought out increasingly by local providers — as NHS trust hospitals develop alongside GP fundholding practices and as family health services authorities get their hands on central pharmacy funds to meet local patient needs — business and professional practice will need to be reviewed and adjusted (C&D August 14 p244 and last week p291).

The pressure to get it right is acute as business and NHS changes mount. As business professionals, pharmacists

should already be doing this and, no doubt, will have formulated the in-vogue but necessary five-year strategic plans.

In this spirit *Chemist & Druggist*, with co-sponsors Whitehall Laboratories, is particularly pleased once again to be able to reward and recognise the excellence of the efforts that pharmacists are putting into refreshing and revitalising community pharmacy through shopfitting (see p338). If the 1994 entries match the innovative excellence of the 1990 and 1992 Awards, the public and the Government can be assured that the profession is in good hands.

If you have not yet refitted, there is no time like the present, although time is short for completion and entry before the year-end. If you have "done the business" since January 1, 1992, please give us the opportunity to recognise and reward your success in developing not just your community pharmacy, but the practice of UK pharmacy. Pharmacists wanting an entry form should contact C&D or Whitehall Laboratories.

Now that the final vestiges of trade and professional barriers within the EC have come down, pharmacy horizons will broaden naturally. So it is important that UK pharmacy can provide practical and visual evidence of first-class pharmacy practice through the excellence of pharmacy design and fitments.



# Post office delivery service sparks protests

A Dorset pharmacist has written to the Royal Pharmaceutical Society alleging that local contractors are continuing a prescription collection and delivery service despite, he claims, being told not to.

Mr Hup Siang Tan opened a pharmacy in Colehill near Wimborne after the recent reclassification of the area from rural to urban. He has since voiced concerns over a service offered by two other pharmacies — Boots in Wimborne and Walford Mill pharmacy — who were collecting prescriptions from post offices in Colehill and Hayes Lane and returning medicines for collection.

Mr Tan brought the situation to the attention of the Society's Law Department and, at its June meeting, the Council gave its

decision after consulting the Law and Ethics Policy Committee.

The Council decided that a pharmacy operating a prescription collection and delivery point in a rural area should discontinue the use of the collection point if a new pharmacy opened in its vicinity.

The Law and Ethics Policy Committee were of the view that the continued use of a collection point in such circumstances would not be ethical since it could deprive patients of the benefit of a full pharmaceutical service.

Despite this, Mr Tan believes the collection services are still continuing and, on August 24, when *C&D* called the post offices in Colehill and Hayes Lane, we were told that this was the case.

"The important issue here is

that you have a very potent and potentially dangerous medicine which could get into the wrong hands," said Mr Tan.

The recently appointed pharmacist at Walford Mill pharmacy also confirmed that the collection and delivery service was still in place and the Society's local inspector had paid a visit in connection with this.

"As far as I know it is a system that has gone on for years but is under discussion at the moment," she told *C&D*.

A spokeswoman at the Law Department said that if the service was on-going, it would be a case for the Society's inspectors to investigate. The Department was in the process of drafting a Law and Ethics Bulletin on the subject to act as a reminder to pharmacists.

## Cholesterol kit buyers are well informed

People buying home cholesterol testing kits understand the link between cholesterol and heart disease. Around half, particularly men, buy the test as part of a strategy to assess their overall risk.

A nationwide survey by Boots found that people welcome a home testing kit as an opportunity to monitor their own health without consulting their doctor. Over one-third said they preferred the convenience of a test that could be done at home giving immediate results.

The survey also showed that people were generally well informed about cholesterol and the role it plays in coronary heart disease. Virtually all claimed they knew that raised cholesterol was a bad thing, and just over one-third knew that 5.2mmol/litre is the upper limit of "normal".

Some eight out of ten respondents knew the importance of a low-fat diet and two-thirds were aware of the need to eat less saturated fat.

More than one-third of people buying the home test had already had a test, usually in their GP's surgery, and were using a home kit to check their progress. Around 6 per cent of those surveyed said they had heard about the testing kit from their doctor.

• An estimated 41 per cent of Americans have high blood cholesterol and need medical evaluation, according to an article in *American Pharmacy* (July 1993). But recent studies have found that 56-65 per cent have had their cholesterol level checked, suggesting that progress is being made in detection.

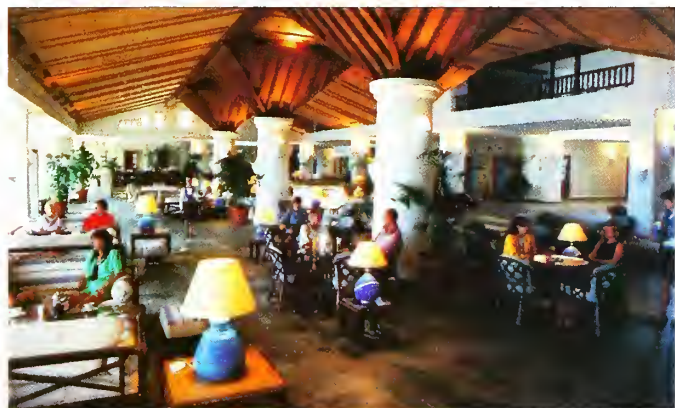
## Derbyshire's medical card initiative

Derbyshire Family Health Services Authority has launched a campaign to draw the public's attention to the importance of their medical card.

Pharmacies in the area are displaying a poster and leaflets detailing the function of the medical card and an application form for a new one.

Encouraging patients to keep their cards up to date will help in the transfer of medical records when changing doctor. Under the Patient's Charter, transfer of records is to be completed within six weeks.

The leaflets are also available at local surgeries, dentists and the advice centre at the FHSA.



Guests relaxing at the 5-star Coral Beach Hotel, Cyprus, one of the three venues for winners of the Pharmacy Assistant Awards. Flights are provided by Cyprus Airways and the hotels through Cyprus Classic Conferences. Contact Sarah Nesbitt on 0235 77132 for further details

## 5,000 assistants sign up for de Brus sales skills training

Pharmacists have so far enrolled some 5,000-plus assistants on the de Brus off-the-job learning package, launched recently through *Chemist & Druggist* (August 7 p201 for entry form) and endorsed by the National Pharmaceutical Association.

The 11-part modular course is supported by six companies with five skills and six product training modules. Elida Gibbs sponsor their single launch module on skin which will be mailed out late in September.

De Brus managing director Keir McDonald says: "The speed and volume of response has been overwhelming. This is further evidence that the community pharmacist understands that to succeed, staff need to be involved in continuous improvement processes."

De Brus say it is probable they may have to curtail enrolment

early next week, so time is short for pharmacists with assistants eligible for the Pharmacy Assistant Awards. The de Brus registration hotline — 0926 888103 — is open from 8.30am to 5.30pm weekdays and was to run until September 20.

Assistants who complete all 11 training modules and a proficiency test based on course content may be invited to attend one of nine regional dinners, each of which will feature one of the nine finalists selected to go forward to the Grand Final.

The three winning assistants will take their partners to one of three 5-star hotels in Cyprus.

Duncan MacConnol, category trade manager at Elida Gibbs for skin products, says: "We are delighted to be so closely involved with *C&D*, the NPA and de Brus in the development of this important training scheme."

## Sheffield LPC gets project funding

Sheffield Local Pharmaceutical Committee has obtained £4,000 from their Family Health Services Authority for pharmacy projects.

Ideas which have been proposed include:

- structured training initiatives for pharmacists and assistants
- a smoking cessation scheme, with Sheffield being divided into five sectors with equipment for each area. Additional funding will hopefully be secured from other sources

- encouraging uptake on FHSA schemes which are currently unrewarded, such as the sale of prepayment certificates

- promoting pharmacy in the city by means of a "Radio Sheffield Pharmacist".

This is the second year that the FHSA has provided funds for projects. Last year the LPC arranged for Ray Todd, head of planning at the NPA, to survey ten pharmacies with a view to incorporating a consultation area.

Another project has resulted in a Pharmacy Directory being produced which will be available next month. The Directory gives a guide to pharmacies within the area and lists the opening times and services of each.

Some 1,000 copies are being printed and distributed to local libraries, social services, GP surgeries and pharmacists.

Martin Bennett, LPC secretary, says: "Everything is on a database so, all being well, we can update the Directory next year."



# DoH 'wants all the benefits with none of the costs', says Middlesex

The Department of Health wishes to have all the benefits of a professional service without accepting the costs involved in maintaining that service, according to the Middlesex Pharmaceutical Group.

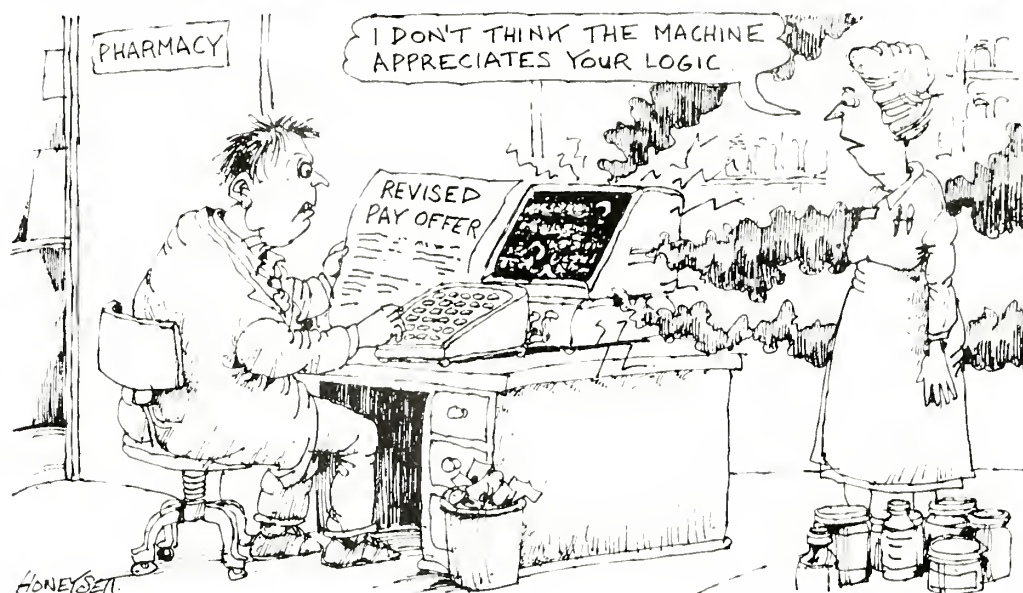
"This is patently unfair and can only lead to a demoralisation and disintegration of the service," the Group has warned in a letter for discussion to the Pharmaceutical Services Negotiating Committee.

These strong words, prompted by the latest remuneration offer from the Department of Health (C&D August 14 p244), have also been sent to Jonathon Hill, political secretary at 10 Downing Street, with whom the Group has been corresponding.

In their latest offer, the DoH sets out its three objectives as:

- to provide an accessible NHS dispensing service which is efficient and value for money
- to encourage quality of professional service in community pharmacy
- to make full use of community pharmacy in primary care.

These intentions, says the MPG, cannot be achieved by the methods suggested. The Group says there is "ample evidence" that accessibility to services is, in most places, extremely good and the DoH proposals will in fact reduce accessibility. They go on to defy the DoH to name any other public service profession that gives a more efficient service.



The Group says that the service is being provided "at well below the real cost to pharmacists" and so must be value for money.

Turning to quality of service, the MPG asks how the DoH claims to want to encourage this while at the same time reducing relative payments to contractors.

"When medical practitioners are receiving a 9 per cent increase on their costs and MPs a 40 per cent increase in their costs, how can 1.5 per cent for pharmacists be considered encouraging?"

Transferring 20 per cent of the

global sum for distribution by FHSA would require substantial monies to manage, but there will be no extra funds for the task.

"At least one Middlesex FHSA has already stated that it would be impossible to do this from existing resources, and this means that global sum monies would have to be used for this, further reducing remuneration," says the MPG.

• Under new DoH proposals, contractors doing over 2,000 scripts a month will find themselves around 4 per cent

worse off in terms of gross NHS remuneration, according to the Pharmacy Support Group.

Ignoring rises in wages, overheads and inflation, the figures show that gross remuneration will fall by 4.5 per cent per month at the 2,000 scripts limit, 4.4 per cent at 4,000, 4.3 per cent at 6,000 and 4.2 per cent at 9,000 scripts.

The outlook is worse at the lower end of the scale with a reduction of 6.7 per cent at 1,300 scripts, 9.9 per cent at 1,000 and 23.7 per cent at 900 scripts.

## Boots contract application rejected in Ferndown

A contract application by Boots for their non-dispensing store in Victoria Road, Ferndown, has been turned down by Dorset Health Commission.

At a hearing on August 11, the Commission ruled that another pharmacy in the area was neither necessary or desirable. A spokeswoman for the Commission told C&D they were still waiting to hear if an appeal would be lodged.

The application, for a store already open as a non-dispensing branch, sparked controversy when a local contractor complained to the Society about the wording used on a form to register public support (C&D August 7 p200).

Leo Burke, who owns the pharmacy directly opposite the Boots store in question, claimed a leaflet drew an "invidious distinction" between Boots and other pharmacies.

Boots defended the leaflet saying it was a legitimate way of determining the level of local

support and did not imply any criticism of existing pharmaceutical services.

Speaking to C&D on August 23, Mr Burke said he welcomed the Health Commission's decision on the application but said he was waiting to see if the case would go to appeal.

Bill Ritchie, spokesman for Dorset Local Pharmaceutical Committee, said he was unaware of any major increases in the local population which would have justified an additional pharmacy.

"As an LPC we have welcomed the Health Commission's decision and felt that the application was unnecessary," he said.

Martin Wakeling, head of corporate affairs at Boots, said the company was naturally disappointed that the application had been turned down. They had 30 days in which to decide whether to lodge an appeal but had not yet taken that decision, he said.

## Skincare initiative

Boots pharmacies are launching a skincare project to help customers assess and manage their skin conditions.

A survey showed that as many as one-third of adults had suffered from a skin complaint during the past year, yet many suffered in silence. Just over half had consulted a GP and one in ten a pharmacist, but a third had not sought advice from any source.

The Boots initiative will concentrate on providing in-

formation, including free leaflets on common complaints such as dry skin, dry and flaky scalp, itchy skin, children's skin conditions and acne.

Boots pharmacists and assistants have been given additional training on skincare, and the company is launching a new range of OTC products under the Boots Pharmacy Skincare banner — emollient cream, anti-fungal cream, hydrocortisone ointment and anaesthetic cream.

## Hampshire waste scheme

Hampshire pharmacies are to get monthly collections of clinical waste beginning this week. Nearly all the county's 267 pharmacies will participate in the year-long scheme being run by the FHSA.

The initial collection will clear the backlog of patient-returned medicines. Then pharmacies will be issued with either a 10 or 20 litre container, depending on their needs, for the uplifting

of waste on a monthly basis.

Corporate business manager for Hampshire FHSA, David Tucker, told C&D: "The scheme has been set up to encourage patients to return unwanted medicines. It will act as an on-going DUMP campaign."

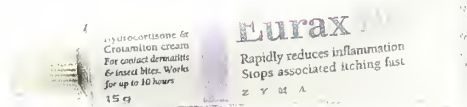
Local Press activity will begin in October highlighting the safety and environmental aspects of returning unwanted medicines to the pharmacy.

# Our dual action stops this one.



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ACTIVE INGREDIENTS: Eurax Hc contains Crodamiton BP 10% and Hydrocortisone BP 0.25%. Indications: Relief of inflammation and pruritus associated with irritant contact dermatitis, allergic contact dermatitis and insect bite reactions. DOSAGE: Adults and children over 10 years: Apply sparingly over a small area twice a day for a maximum period of 1 week. Occlusive dressings should not be used. Not recommended for children under 10 years. Contra Indications: Hypersensitivity to any component of the formulation. Bacterial, viral or fungal infections of the skin. Acute exudative dermatoses. Application to ulcerated areas. Use on the eyes/face, ano-genital region, broken or infected skin including cold sores, acne and athlete's foot. Side-effects: Occasionally at the site of application signs of irritation such as a burning sensation, itching, contact dermatitis/contact allergy may occur. Use in pregnancy and lactation: Use in pregnancy or lactation should only be at the doctor's discretion. LEGAL CATEGORY: P. PRODUCT LICENCE NUMBER: 0001/5010R. PRODUCT LICENCE HOLDER: Zyma Healthcare, Holmwood, RH5 4NU. DATE OF PREPARATION: January 1993. PRICE: £2.40.



## All have role in cutting drugs bill

The public and health professionals alike have a part to play in cutting the cost of NHS drugs, according to Health Minister Dr Brian Mawhinney.

Patients should accept more advice and not expect "a pill for every ill", he said.

"We should be ready to accept a doctor's advice and reassurance on minor ailments rather than expecting a prescription at the end of a consultation."

Dr Mawhinney also urged GPs to make greater use of generics which, he said, had the same therapeutic effect but generally cost less.

## PHS targets contraception

The Pharmacy Healthcare Scheme campaign for the end of the year will be contraception. Running during November and December, it will be based around the leaflet *Taking the Pill — some facts you need to know*.

On a similar subject, the Family Planning Association had recently launched a concise guide to contraception written by Suzie Hayman, agony aunt from *Woman* magazine.

Dealing with the currently available methods of contraception, copies can be purchased from bookshops at £3.99.

The PHS still has some copies of *The Contraceptive Handbook*, which they are currently offering at the special price of £6.99. For details contact Saskia Zeelenberg, tel: 071-735 9141.

## Ag and vet reminder

The Royal Pharmaceutical Society is reminding pharmacists about the availability of their postgraduate Diploma in Agricultural and Veterinary Pharmacy.

The course, largely one of self-study, starts in January each year and officially concludes at the end of December. Examinations are held in February or March of the following year.

As well as private study, the course comprises two one-week residential periods at a university, a written project of between 8,000 and 12,000 words, a practical experience requirement of 30 days and written and oral examinations.

Copies of the syllabus, regulations and application forms are available from Mr S. Southwell, RPSGB, tel: 071-735 9141.



## A bit of fuss about nothing... so far

The latest list of blacklisted products and the first of the famous ten new categories to join the Selected List — topical anti-rheumatics — has now been released by the Government with the opposition from the Associate of the British Pharmaceutical Industry predictable in its intensity.

The full list was published in the *C&D Price Supplement* of August 21 but after analysing all 600-plus products, I could only find three lines in the medicines blacklist that I have used during this year to achieve a grand total of six prescriptions in the eight months!

Far more ironic is the removal of Mist Ammon. et Ipecac from the blacklist after so many years in the wilderness. I wonder what therapeutic evidence produced this sudden change of heart?

I remember with nostalgia its efficacy, but wonder whether today's modern GPs even know of its existence, let alone how to prescribe it. I suspect, regretfully, that years of banishment will prevent it from ever being prescribed in the quantities enjoyed in more informed times.

As regards the long list of

borderline substances, this mainly reads like a stock book for the local healthfood shop and, quite rightly, these ranges have no place in the rational use of limited NHS resources. Of the remainder, there are a few dermatological products that will cause the odd hiccup of inconvenience to one or two patients, but I know suitable alternatives do exist and I have long suspected, but never mentioned, that even with these the dividing line between medical necessity and cosmetic convenience was indeed narrow.

I can see very little but common sense in this list, and consider the ABPI opposition could be counter-productive. Rather than antagonise the Government over what most pharmacists would consider a list of irrelevancies, I would prefer they co-operate with the reasonable, and conserve their ammunition for the potential real battles within the other nine categories, when our sympathies might be better enlisted to add weight to their arguments.

## Slips through the net

It was nice to read that Hillingdon Family Health Services Authority is putting resources into community pharmacy by providing free owing slips, sponsored by Glaxo, to all community pharmacies in their area (*C&D* August 21 p292)

I am, however, amazed and embarrassed that this scheme was ever thought to be necessary because, according to a Royal Pharmaceutical Society's statement supplementary to the Code of Ethics, duplicate owing slips should be issued to all patients whenever incomplete prescriptions are dispensed.

There can also be little excuse for non-compliance as the highly efficient NPA book system has been available for

years and, since its costs were originally included in the old cost plus contract, is still being paid for from within the present global sum.

Any local problems should have been discussed with the local pharmaceutical committee and dealt with by them, but if that produced no response then the matter should have been referred to the Society's inspector for immediate action. Breaches of the Code of Ethics have to be dealt with firmly but internally from within the Society and, however well intentioned, not by the local FHSA.

## No green shoots in my pharmacy

According to the Government, and confirmed by statistics from the Confederation of British Industry, the country is now coming out of recession with retail sales again rising in July (*Business News* August 21). They do, however, temper their enthusiasm with the news that this return to more buoyant trading has been principally achieved by the large multiples and mail order companies, with single outlets showing falls.

I, regretfully, can confirm those figures with the news that the first three months of the year were indeed very encouraging but, since then, in common with the weather, the trend has been downwards with August showing its worst performance for many years, contrary to the CBI forecast.

The National Health Service still sustains most independents and I am no exception but, as we all know, gross margins are still falling and the "more work for no pay" syndrome is set to continue. Only this week an average loss of £100 was predicted for each community pharmacy with the implementation of the 2.5 per cent reduction in ethical prices, and little likelihood of the Government shouldering its responsibility by footing the bill for a problem not of our making

I try not to be too gloomy but recession in my shop is nowhere near its bottom and a return to more buoyant times is still a long way off...

# Topical REFLECTIONS



# Medical matters

## Early Parkinson's therapy

Parkinson's disease is a degenerative disease which usually begins between 50 and 65 years of age. The treatment of choice in idiopathic Parkinson's disease is usually levodopa in combination with a dopa decarboxylase inhibitor, but this regimen has a number of disadvantages.

A study to determine the best treatment for early Parkinson's disease investigated the therapeutic response, adverse reactions and mortality of patients on three different treatments.

The results, published in the *British Medical Journal*, concluded that the choice of anti-parkinsonian regimen, at least in the early stages of the disease, may not be critical.

Patients, newly diagnosed as suffering from idiopathic Parkinson's disease, were treated with levodopa/dopa decarboxylase inhibitor alone, levodopa/decarboxylase inhibitor/selegiline in combination or bromocriptine.

After three years there was no significant difference in disability scores between patients receiving levodopa alone or in combination with selegiline. However, there were significantly more adverse reactions in the group receiving levodopa and selegiline.

Patients receiving bromocriptine alone showed less improvement than patients in the other groups. However, this difference was very small and would have very little impact, in practical terms, during the first year or so of treatment.

Although there were a greater number of early drop outs in the bromocriptine group because of lack of effect or intolerable side-effects, patients able to tolerate the treatment experienced less dyskinesia and other side-effects in the long term.

## Guidelines on epilepsy in pregnancy

Women of childbearing age with epilepsy require advice on contraception and special care during pregnancy. An article in this week's *British Medical Journal* highlights some of the issues.

Women taking anti-epileptic drugs, which induce microsomal liver enzymes, will require higher doses of oral contraceptives. A combined oral contraceptive preparation containing at least 50mcg of oestrogen is usually recommended.

The progestogen-only Pill should be taken at double the usual dose to prevent contraceptive failure in women re-

ceiving liver enzyme-inducing anti-epileptic drugs.

The risk of foetal abnormalities, especially cleft lip and palate and congenital heart abnormalities, is increased among women taking anti-epileptic drugs. Phenytoin has been particularly associated with the risk of birth defects.

The most important risk with sodium valproate is neural tube defects, and all women planning a pregnancy who are taking anti-epileptic drugs are advised to take a small folic acid supplement or eat a high folate diet.

Impaired absorption of anti-epileptic drugs during pregnancy

and increased blood volume may make it necessary to adjust the dose, particularly among women with poorly controlled epilepsy.

All anti-epileptic drugs are excreted in breast milk but only in low concentrations. Therefore, only phenobarbitone and primidone might be contraindications for breastfeeding.

Maternal epilepsy probably presents a greater risk to toddlers and infants than to the foetus. The authors suggest a number of precautions such as changing nappies on the floor and only bathing infants when other people are present.

### Cyprostat 100mg

Cyprostat (cyproterone acetate) is now available in a 100mg formulation. This reduces the number of tablets per day, at the recommended dose of 300mg daily, from six to three. The basic NHS price for the new strength is £96.70 (84 tablets). Schering Health Care Ltd. Tel: 0444 232323.

### Sudafed colour

The Wellcome Foundation are replacing the azo dye colour in Sudafed tablets with aqueous film-coated hypoallergenic colouring. As a result the colour of Sudafed tablets — both OTC and prescription packs — will change from bright red to rusty brown. The new packaging will feature the words "Improved formula" flashed in red on the OTC pack and the 100 tablet dispensing pack. The Wellcome Foundation Ltd. Tel: 0270 583151.

### Proflex price cut

The basic NHS price of Proflex Cream 100g is being reduced from £3.70 to £6.50 (excluding VAT). Zyma Healthcare. Tel: 0306 742800.

### Parentrovite discontinued

Parentrovite Ampoules IVHP and IMHP (3 and 12 pairs) have been discontinued. Pabrinex IVHP ampoules, reintroduced to the market this month by Link

Pharmaceuticals, may be suitable for some patients previously treated with parentrovite. Remaining stock may be returned for full refund to the customer services department at Smithkline Beecham Pharmaceuticals. Tel: 0707 325111.

### Genticin ampoules

Roche are standardising the pack size of Genticin ampoules (2ml) 40mg/ml from five to ten ampoules (£15.76). Roche are currently out of stock of Genticin ampoules and new stocks will be in the new size. All outstanding orders are cancelled and ampoules must be re-ordered with the new pack details. Roche Products Ltd. Tel: 0707 328128.

### Fersaday transfer

The marketing and distribution of Fersaday tablets will be transferred from Evans Medical to Goldshield Pharmaceuticals with effect from September 1. AAH Pharmaceuticals will be the distributors. All orders after this date should be directed to Goldshield Pharmaceuticals Ltd. Tel: 081-684 3664.

### Clozaril changes

A change in the formulation of Clozaril (clozapine) tablets has resulted in changes to the appearance and sizes of Clozaril 25mg and 100mg tablets. The new 25mg tablets weigh less and are coded CLOZ 25 on one side with a breakline on the other. The new

Clozaril 100mg tablets are heavier and coded CLOZARIL 100 on one side and plain on the other. The new packs, with "New Formulation" printed on them, will be smaller than the existing boxes and contain three patient information leaflets. Sandoz Pharmaceuticals (UK) Ltd. Tel: 0276 692255.

### Forceval 90 pack

Forceval will be available in packs of 90 capsules from September 1 (retail price £23.55). Unireg Ltd. Tel: 081-330 1421.

### EC Caprin 300mg

Enteric coated Caprin (aspirin) 300mg tablets will be available from September 1. Two pack sizes are available: 100 tablets (basic NHS price £4.97, retail £8.75) and 1,000 tablets (£40, £70.40). Sinclair Pharmaceuticals Ltd. Tel: 0483 426644.

### Seprtin

Seprtin dispersible tablets × 500 and Seprtin IM injection (10 × 3ml amps) have been discontinued. Wellcome advise pharmacists to retain stocks to meet residual demand. Packs will not be accepted by the company for credit or replacement. The Wellcome Foundation Ltd. Tel: 0270 583151.

### One Touch System

Test strips for the One Touch System for home blood glucose

monitoring were recently approved by the DoH for supply on NHS prescription (50, £20.42). Lifescan. Tel: 0494 450423.

### Humulin ID chart

The Humulin (human insulin) International Identification Chart is now available free of charge to pharmacists. The chart, produced by Lilly Diabetes Care, enables pharmacists to identify the UK equivalents of foreign Humulins and the presentations available abroad. Contact the medical information & drug surveillance department at Eli Lilly & Co. Tel: 0256 485249.

### Vitalograph scales

Healthcare professionals can now obtain free Dual Scale labels for pea flow meters, showing both Wright and Absolute scales. The labels are available from the marketing department at Vitalograph Ltd. Tel: 0280 822811.

### Zimovane price

Rhône-Poulenc Rorer say the price reduction for Zimovane will become effective on October 1. The price decrease has been announced in advance to ensure retailers have time to make arrangements with their suppliers regarding any credit due on stocks held at the time of the price reduction, as only direct purchases will be eligible for credit through the company. Rhône-Poulenc Rorer. Tel: 0323 721422.





# **NEW MAXIMUM STRENGTH PHARMACY ONLY. PANADOL ULTRA.**



- **£2.5 Million National TV support**
- Contains 500mg of paracetamol and 13.5mg of codeine phosphate hemihydrate
- Available now!!



# Counterpoints

## Milupa add LCPs to Aptamil milks



Milupa are claiming to have produced the first baby milk formula feed that contains important long chain fatty acids occurring naturally in breast milk.

From September, Milupan — a mixture of vegetable and animal fats and oils which contains  $\Omega$ -3 and  $\Omega$ -6 long chain polyunsaturated fatty acids (LCPs) in quantities which approximate those in mother's milk — will be included in Aptamil.

Aptamil with Milupan will be available in new style 450g and 900g tins (£3.59 and £6.78 respectively).

Milupa claim the new formula feed is the closest yet to mother's milk in a bottle. The company has considerable research to suggest that long chain LCPs can influence neuronal development and eyesight so that breast-fed babies are likely to develop more favourably in intelligence and vision during the early critical months than bottle-fed counterparts.

Milupa are keeping their production process a commercial secret, but Milupan has been used for the past 12 months in a special feed for premature babies who could not be breast fed. It is now regularly used in more than two-thirds of the country's special care baby units, the company claims.

During the last three months of pregnancy, a baby's neuronal tissue develops more than five times, and 60 per cent of this is lipid-containing LCPs. Such LCPs are

important structural elements of biological membranes.

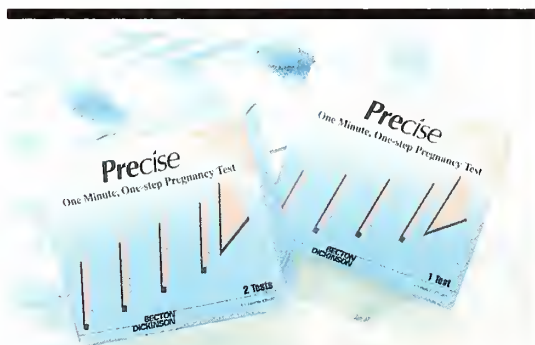
Formula feeds so far available have not contained any LCPs but rather their precursor, fatty acids. Research has shown that premature and full-term newborn babies have only a limited capacity in the first few weeks of life to convert these fatty acids to their long chain derivatives.

On the basis of the latest scientific knowledge, the European Society of

Paediatric Gastroenterologists (ESPGAN) drew up guidelines for baby milks in 1991, and suggested that LCP supplementation to infant formulas might be of advantage.

The British Nutrition Foundation has said: "Since human milk provides preformed long chain essential fatty acid derivatives, there is a good case to be made that these should also be present in any infant milk formula which provides the main nutrient intake of the infant."

Milupa make no claims for Aptamil with Milupan, but say that the role of health recommenders to mothers will be crucial. As this is a new product, the baby milk promotional code of practice allows the company to talk direct to mothers, and a parent's guide to lipids has been prepared, which is available to pharmacies. **Milupa. Tel: 081-573 9966.**



## Rapid and Precise pregnancy results

Precise is a one-minute home pregnancy test from Becton Dickinson which uses patented chromatographic immunoassay (CIA) technology. It is capable of detecting human chorionic gonadotrophin (hCG) levels as low as 25IU/ml, which the company claims is twice as sensitive as any other test on the market.

On the first day of a missed period, hCG levels

are approximately 100IU/ml in the morning, falling to about 30IU/ml in the afternoon, so Precise can be used at any time of day. The company claims the test is 99.5 per cent accurate when used by consumers.

Urine is collected in the cup provided and dropped into a well in the test device using a dropper. After one minute the end-of-test window has

## Heinz move into baby drinks market



Heinz are venturing into the £24 million baby drinks market with economy size ready-to-drink fruit juices in three variants. The company is aiming to take 8-10 per cent of the market by value within the year.

Although hounded by controversy over sugar levels and the potential damage that can be caused to children's teeth through misuse, baby drinks have shown growth of 66 per cent over the past five years. The ready-to-drink sector takes nearly a third of sales by value.

Heinz's introduction into the market comes in three varieties: apple, pear and cherry. The pure fruit juices are packed in 750ml unbreakable and resealable plastic bottles (£1.39).

The product should be kept in the fridge after opening and has a shelf life of 18 months.

Heinz say the product has considerable cost advantages over existing

brands: it works out at about 23p per serving, some 45 per cent less than competing products.

Stock is available from the first week of September in trays of six.

A launch neck collar offers consumers the chance to buy two get one free (receipts have to be submitted to Heinz where they will be exchanged for a voucher for £1.65).

A direct mail campaign will go out to 650,000 mothers which includes a voucher to encourage trial.

The juices contain 9.1-9.7g sugar per 100ml as fruit sugar. There are no additives apart from vitamin C (minimum 40mg per 100ml). The label includes guidelines on the importance of trying to feed juices at mealtimes and never leaving drinks with babies for long periods.

Heinz anticipate introducing further variants to the UK range as sales expand. **H.J. Heinz & Co. Tel: 081-848 2386.**

turned pink and the result can be read. A blue "tick" sign in the result window indicates a positive result and a blue Error control bar indicates the test is working correctly.

Pain relievers, oral contraceptives and other commonly used medications do not interfere with the test. However, certain hCG-containing medicines and certain conditions

such as ectopic pregnancies or ovarian cysts can have an effect.

The test is available as a one test (£6.95) or two test pack (£8.95). Each contains a leaflet which provides a guide to lifestyle and medical factors that may affect a pregnancy. The Precise Assistance line on freefone 0800 515992 can answer queries. **Becton Dickinson. Tel: 0865 777722.**



# THE CRÈME DE LA CRÈME



Ever since it was introduced over 40 years ago, Cream E45 has been dominating other therapeutic moisturisers.

At this time, it has about 80% of this market, both in units sold and sterling value.<sup>1</sup> And its rate of sale is 6 times that of the nearest competitor.<sup>2</sup>

It's not just the dry skin market, either. The sales of Cream E45 put it in the top 10 of all pharmacy OTC brands, regardless of product category.<sup>3</sup>

So to all our competitors, hard luck. And to all the pharmacists who support Cream E45, merci beaucoup.



E 4 5 D E R M A T O L O G I C A L S K I N C A R E

# Colgate Zig Zag into premium sector

Colgate-Palmolive are launching the Zig Zag toothbrush into the premium end of the brush market.

The toothbrush features zig zag bristles which, say Colgate, are clinically proven to get between teeth 28 per cent more efficiently than other leading brushes, and provide a more thorough clean.

The Zig Zag brush (£1.79) comes in two variants — regular and compact head sizes, both with medium texture bristles — and is positioned as the premium product within the Colgate Diamond Head toothbrush range.

Colgate estimate the toothbrush market to be worth £83 million and growing at 16.4 per cent in value terms year on year.

The new brush will be supported by a media



campaign building on the television campaign for the Diamond Head range. The total spend behind the

brand this year will be over £1.5 million. Colgate-Palmolive Ltd. Tel: 0483 302222.



## Sabona makes stylish additions

Makers of copper bracelets Sabona are taking the range upmarket with the launch of five Design bracelets.

Made from copper, the bracelets are decorated in classic designs and plated with 24 carat gold. There are two widths of bracelet,

7mm and 9mm, and four wrist sizes.

New packaging has been designed for the bracelets — a navy box for the slim bracelet and a wine box for the wider version. They retail at £32.50 (7mm) and £39.50 (9mm). Sabona. Tel: 071-603 0656.

## Get fit for life

*Fit for Life* is the theme of a new exercise tape featuring Diana Moran as part of a promotion for Dulco-lax.

The tape is being distributed to pharmacists and assistants and

accompanies the *Fit for Life* booklet. Further promotion includes a competition for assistants, giving them the chance to win a designer jogging suit. Windsor Healthcare. Tel: 0344 484448.

## New look and new lines for Robinsons

Colman's of Norwich are relaunching their Robinsons Baby drinks range in September with product changes and new pack designs. The company will be withdrawing their less successful granulated baby drinks at the same time.

On the packaging side, Robinson Pure Concentrated Fruit Juices and ready to serve Drinks will benefit from a relaunch aimed to give the range a more contemporary look.

A new variety — apple and blackcurrant — will be added to the three existing variants in the Pure Concentrated range.

As part of the packaging update, all drinks will

feature symbols which visualise key dental health advice for mums. The pictorial symbols will act as reminders to parents on the recommended usage, say Robinsons.

In response to trade requests, the ready to serve Pure Fruit Juices will be packed in outers of 2 x 6.

To support these initiatives, Robinsons drinks will continue to be advertised in key parental publications. A 15p money-off voucher will be included in Bounty Bags from September, and sampling activity is expected to reach 200,000 mothers by Christmas.

Colman's of Norwich. Tel: 0603 660166.



## Be a Winter window winner

Bookings for the Warner-Lambert Health Care Winter Window promotion are being taken now by sales representatives.

The national first prize in the display competition is a home entertainment system, worth more than £1,500, consisting of a JVC 21in colour television, JVC Nicam video and JVC Midi-Stack System, with a cash alternative of £1,000.

There are also some 28 regional prizes available of a Sony portable cassette player. Every entrant will receive a runner-up prize of an audio cassette from a list of titles, says the company.

Warner-Lambert say Nielsen data shows that stores displaying the Window last year increased their volume sales of Benylin by some 17 per cent.

Senior product manager Jason Kalik says the advertising support of £4 million is the largest ever for the brand and will be running right through the full five-month winter period. Warner-Lambert Health Care. Tel: 0495 762468.

## Energetic offer

Ever Ready's Energizer batteries are being promoted with an offer for consumers this Autumn.

With every four-pack of Energizer LR6 alkaline batteries purchased,

consumers are offered two batteries free. The range is being supported by a television campaign and point-of-sale material. Ever Ready. Tel: 081-202 3171.



Seven Seas have introduced a smaller size 150ml bottle of their Vitamin & Mineral Tonic this Autumn, retailing at £1.99, to attract new users to the brand. Seven Seas Healthcare. Tel: 0482 75234



# NEW LYNX AFTER SHAVE COOLING GEL



## EVERYTHING IT'S CRACKED UP TO BE

From Lynx - the No 1 brand - a dynamic new After Shave Gel

Created to appeal to non-after shave users

Opens up a big new profit opportunity

Backed by heavyweight TV

Plus £8.8 million total brand spend

The Lynx brand - over twice as big as its nearest competitor

Get cracking - stock up now

## LYNX - THE BIG NAME IN MALE TOILETRIES

# LYNX



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# Extra support for sprains from Scholl

Medical Support is a new range of compression products from Scholl.

The range comprises three products to provide support for everyday sprains and strains of the knee (£4.95), ankle (£4.75) and wrist (£3.25).

The knee support is made from Rhovyl yarn which retains heat to soothe and relieve inflammation while keeping the skin dry.

Medical Support will be available from mid-September. Scholl. Tel: 0582 482929.



## BDC Gold Rush

BDC are running a promotion for independents, with the chance to win a trip to America. Called the Gold Rush promotion, stockists are awarded points for products they order, which can be exchanged for gifts or Marks & Spencer vouchers. BDC. Tel: 081-881 2001.

## Clarins cover up

Clarins have extended their cosmetics range with the addition of a concealer to be used with their foundations.

Perfecting Concealer (£10) is a light, creamy formulation which gives a

matte finish. Suitable for all skin types, it contains light reflective pigments, moisturising and softening ingredients. It is available in light and medium shades. Clarins UK. Tel: 071-629 2979.

## Two in one from Palmolive

To encourage trial of Palmolive 2 in 1 shower creme, Colgate-Palmolive are banding 15ml sample sachets with Palmolive soap from next month.

Palmolive 2 in 1 is being supported by a £5.5 million promotional

spend. More than six million samples will be door dropped during the first few months post-launch; television and press advertising is due to start in mid-September. Colgate-Palmolive Ltd. Tel: 0483 302222.



Consumers of Sanatogen's Teen supplement can claim a special gift from September until March 31 next year. On sending in a completed questionnaire and till receipt, applicants will receive a personalised beauty programme, information on looking after hair and skin, make-up tips and styling suggestions. The first 2,000 will also receive a "goodie bag". Roche Nicholas. Tel: 0707 328128



# st

## FOR ON THE SPOT PAIN RELIEF

(We just had to rub it in)

### PAIN RELIEF WITHOUT PILLS

FOR THE RELIEF OF BACKACHE, RHEUMATIC & MUSCULAR PAIN, SPRAINS AND STRAINS.

Product Licence held by Diomed Developments Ltd. Further information available from DDD Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Active ingredient ibuprofen B.P. 5.0% w/w.

## On TV Next Week

GTV Grampian	C4 Channel 4	STV Scotland (central)
B Border	U Ulster	Y Yorkshire
BSkyB British Sky	G Granada	HTV Wales & West
Broadcasting	A Anglia	M Meridian
C Central	CAR Carlton	TT Tyne Tees
CTV Channel Islands	GMTV Breakfast	W Westcountry
LWT London Weekend	Television	

Andrews Antacid:	All areas except U, CTV
Aspro Clear:	L, C, A, M, HTV, U
Canesten:	G, Y, C, A, M, L, TT
Colgate Total:	All areas
Jordan Magic toothbrush:	C4
Just for Men:	All areas
Macleans:	All areas
Macleans Sensitive:	All areas
Pears Pure Body Care:	All areas
Radian-B:	G, Y, C,
Rap-eze:	All areas except CTV
Remegel:	All areas except CAR, GMTV
Sensodyne:	All areas except G, Y, CTV, CAR
Setlers:	All areas
Slim-Fast:	All areas
Steradent:	STV, Y, A, HTV, TT
Sure Sensitive:	All areas except U, CTV, L
Wasp-eze	C4
Wrigley's Extra & Orbit:	All areas



Will she  
be back?



Whether running the country or running the kids to school the last thing your patient needs is a q.d.s dosage and a return visit to the surgery for a further course of antibiotics.

Erymax achieves excellent active blood levels compared with other erythromycin solid dosage forms<sup>1,2</sup> - and all from a b.d. dosage. So in answer to the question - will she be back?

We think it very unlikely.

For No U-Turns In Chest Infections **Erymax**<sup>\*</sup>  
erythromycin Ph Eur.

#### PRESCRIBING INFORMATION

**Presentation** Capsules containing 250mg Erythromycin Ph Eur: orange and white enteric-coated pellets. **Uses** The treatment of bacterial disease caused by susceptible organisms such as upper and lower respiratory tract infections of mild to moderate severity, skin and soft tissue infections including pustular acne. **Dosage** Oral, Adult (and elderly over 65 years) 250mg every six hours - before or with meals. 500mg every twelve hours may be given if desired, b.i.d. dosage should not be used if dosage exceeds one gram. Acne Initially, 250mg twice daily, which may be reduced to maintenance dose of 250mg once daily after one month according to response. Children 30-50mg/kg/day in divided doses given every six hours or twice daily - before or with meals. For the treatment of more severe infections, this dose may be doubled, elevated doses should be given every six hours. Erymax may be given to children of any age group who can swallow the intact capsules. **Use in pregnancy** Use only when clearly indicated. **Nursing mothers** Erythromycin is excreted in human milk. **Contra-indications** Known hypersensitivity to erythromycin. **Precautions** In patients with impaired hepatic function, liver function should be monitored. Rarely prolonged use of erythromycin has caused overgrowth of nonsusceptible bacteria or fungi. Concomitant use of erythromycin has caused increased serum theophylline, carbamazepine and digoxin levels in some patients. There have been reports of increased anticoagulant effects when erythromycin and oral anticoagulants have been used concomitantly. Serious allergic reaction, including anaphylaxis, has been reported. **Side effects** Rarely, hyper-sensitivity and superinfections. Nausea and abdominal discomfort can occur at elevated doses, diarrhoea and vomiting are less common. **Legal Category** POM. **Product licence no.** 0018/0133 **Product licence holder** Parke, Davis & Company **Basic NHS cost** 83p per day for four 250mg capsules, blister pack 100 £20.84, blister pack 30 £6.25 **Date of preparation** August 1993

**References** 1. Josefsson K et al. *Curr Ther Res* 1986, 39 (1): 131-142. 2. Yakatan GY et al. *J Clin Pharmacol* 1985, 25 36-42

Further information available from: Elan Pharma Limited, Lambert Court, Chestnut Avenue, Eastleigh, Hampshire, SO5 3ZQ

élan **PHARMA**

# Mitchum APD sports a new look

Mitchum anti-perspirant deodorant "for problem perspiration" has been relaunched by Revlon, with new packaging plus a new solid formulation (exclusive to Boots) and a Sport variant.

The new-look packs are in vibrant green with colour-coded graphics to differentiate between the four variants: Original (red), Powder Fresh (pink), Unperfumed (pale green) and the new Sport (yellow).

To support the relaunch, consumers are offered £1 hack off their next Mitchum purchase until May 30, 1994. The range will be backed by a television campaign starting in September, sampling and competitions. Revlon Intl. Tel: 071-629 7400.



## C&G's pharmacy support pack

Cow & Gate have produced a support package to help pharmacists and assistants answer parents' questions on baby milks.

The package will be of particular use to those pharmacies redeeming milk tokens, perhaps for the first time, says the company.

Called "Your complete guide to baby milks", the package contains information on all Cow & Gate's infant milk formulas plus:

- a pocket guide to C&G formulas
- some of your baby milk questions answered
- ABC of baby milks and follow-on milks
- bottle feeding your baby at home.

The company already operates the Premier Pharmacy Scheme, a distance learning course launched at the end of 1991. By the end of this year, Cow & Gate estimate that over 800 pharmacists will have completed the three-month course, which deals with subjects including milks, weaning and general feeding issues.

For information on either of the above programmes contact Sue Lawrence on 0225 771727. Cow & Gate Nutricia Ltd. Tel: 0225 771771.

## Healthy savings during Autumn

Healthcrafts are offering money-saving promotions throughout September and October.

In the One-a-Day range, seven extra capsules are provided in the top-selling variants. An extra 20 per cent free is available on High Potency vitamin C, Compleat cod liver oil and evening primrose oil 1,000mg.

In the children's Superted range of vitamins, an extra 20 per cent is added to the A, C, D and multivitamins with iron variants.

The company has produced an education booklet, *A Day in the Life of Superted*, which gives information on good dietary habits. It will be available to consumers through reader offers. Healthcrafts. Tel: 0932 336366.

## New Oxy addresses dry skin

Oxy has been reformulated as a result of consumer research and now includes moisturising ingredients in all three variants.

The addition of a moisturiser will help protect against dry skin, say Smithkline Beecham, which can result from regular use of medicated skincare products. The range is being advertised in a Press campaign. Smithkline Beecham. Tel: 081-560 5151.

## Zyma look to Winter season

Zyma are preparing for the Winter season of coughs and colds with a promotional campaign for their Mu-cron, Otrivine and Do-Do brands.

Phase one of the campaign begins in September with bonus deals and the offer of a cotton bathrobe for pharmacists. The second phase begins in November with further bonus deals.

To qualify for the incentive offers, pharmacists need to display the Zyma cough and cold merchandising material for eight weeks.

Further support will include a £750,000 television campaign for Mu-cron and a £500,000 Press campaign for Do-Do in January. Zyma Healthcare. Tel: 0306 742800.

## Philips put support behind hairstylers

Philips are supporting their range of hairstyling products with a new Press campaign in women's magazines from September, to be followed by television advertising later this year.

With the slogan "We've taken the heat out of hairstyling", the advertisements will focus on the Touch 'n Dry hairdryer and the Pro-Air hairstyling range. Philips DAP. Tel: 081-689 2166.

## Snappy offer for independents

Independent pharmacies can benefit from an exclusive offer on Sanatogen products.

The promotion, running from October until February 1994, entitles consumers spending £5 or more on Sanatogen products to a free brass

photograph frame.

Exclusive to independents, the promotion will be supported with point-of-sale material including leaflets, display mobiles and window displays. Roche Nicholas. Tel: 0707 328128.



## Leichner's new fruits of the forest

Leichner bring a fruity appeal to their new range of nine powder eyeshadows for Autumn.

The singles — golden terracotta Sunset Frenzy, blue/grey Screen Blue and pale purple Amethyst Affair — retail at £2.75.

The duos — pink and

plum Perfect Harmony, grey and slate blue Total Eclipse and burgundy and pale grey Ruby & Diamonds — will retail at £3.75.

All are available from September. Network Management. Tel: 0252 29911.

## Executive flask

Aladdin have added the Executive stainless steel flask to their range of products. Slim and lightweight, it comes packed in a gift box. Also new is a lunch pack for children, for which PoS material is available. Aladdin Industries. Tel: 0442 235858.

## Heat Pad

Dreamland Appliances have repackaged their electric Heat Pad, designed to relieve muscular aches and pains (£21.95). Dreamland Appliances. Tel: 021-236 9501.

## Coughing up

Marion Merrell Dow are preparing for the cough and cold season with an advertising campaign planned for the period. This will be backed by new PoS material for their range of throat lozenges. Marion Merrell Dow. Tel: 081-848 3456.

## Kenzo body

The Kenzo fragrance range has been extended with the addition of a perfumed body creme. Presented in a

refillable frosted glass jar in the shape of a peony, it retails at £65 for 200ml (refill £35). Kenneth Green Associates. Tel: 0372 469222.

## Fragrant offer

Potter & Moore are offering a free 75g soap with shower gel for £3.60, a saving of £1.49 for the consumer, in four fragrances — Rose, Chintz, China Blue and Peach Botanical. A soap gift set (£1.99) is also available. Jean Sorelle. Tel: 0733 2281000.

## Dermidex pack

Seton have relaunched their Dermidex dermatological cream in new packaging. The relaunch will be backed by advertising, promotions and support for pharmacy staff. Seton Healthcare. Tel: 061-652 2222.

## Stock up now

AAH are offering discounts on orders made during September of their own-label cough and cold remedies. Orders of eight or more outlets qualify for a 15 per cent discount. AAH Pharmaceuticals. Tel: 0928 717070.





## Skin irritation? Dermidex is the effective solution

### DERMIDEX SOOTHES

All sorts of everyday items can cause skin reactions. Dermidex soothes and calms skin reactions caused by household detergents, soaps, deodorants, knitwear and jewellery.



It also helps reduce the pain and soreness caused by minor cuts, grazes, scratches, chapping, and insect bites and stings.



### SAFE FOR USE ON BROKEN SKIN

You can confidently recommend Dermidex for use, even



when there is broken skin. It is also gentle enough to use on the face and completely safe for the whole



family, including children over 4 years of age.

### NEW LOOK SAME TRUSTED FORMULA

Dermidex is the same trusted formula it has always been: a gentle yet effective combination of local anaesthetic and antiseptics to calm irritation and help promote healing.



Now it has an attractive new look which achieved excellent results when researched amongst skin irritation sufferers -

and will achieve excellent sales results for you. So the next time your customers want soothing relief for irritated skin, reach for the effective answer -

Dermidex Dermatological Cream.

# Dermidex

Dermatological Cream



ACTIVE INGREDIENTS  
Eidocaine (INN) U.S.P.N.M. 1.20% w/w  
Chlorbutanol (INN) B.P. 1.00% w/w  
Aluminium Chlorohydroxyallantamate 0.25% w/w  
Cetrimide (Cetrimonium Bromide INN) B.P. 0.50% w/w  
DERMIDEX IS AVAILABLE IN 30G AND 50G TUBES

P

 **Seton  
Healthcare Group plc**

Dermidex is a Trade Mark of Seton.





Worth Fragrances have introduced four special edition "boules" containing Je Reviens, their signature scent (30ml, £8.95). The star-studded bottle was originally designed by Rene Lalique in 1922 for the first Worth fragrance, Dans La Nuit. The gift packs of eau de toilette are also available in 50ml (£10.95), 100ml (£14.95) and 30ml EDT with 7ml eau de parfum (£12.95). Worth Fragrances. Tel: 081-579 6060

## Philips duo

Philips have produced a hair removal pack targeted at the Christmas market. It comprises the two-speed Satinelle epilator and a battery Wet & Dry Philishave in a gift pack presentation priced £49.95 — £10 off the cost of the two units separately. Philips DAP. Tel: 081-689 2166.

## A Mandate...

Two Mandate gift sets will be available from September, both containing a £1 off voucher towards a future purchase. A 30ml special edition aftershave (£4.95) will appear for the first time in the Autumn with new Mandate graphics and packaging — a deep brown tortoiseshell-effect carton. A 30ml aftershave and 150ml body spray duo gift set (£9.50) also comes in the new packaging. Procter & Gamble (Cosmetics & Fragrances) Ltd. Tel: 081-231 8674.



The Worth Pour Homme gift pack contains a 100ml aftershave with a free 200ml shave foam (£9.95), in line with Worth's current fair price campaign designed to make fine fragrances available to all. Worth Fragrances Ltd. Tel: 081-579 6060



Old Spice remains the leading male fragrance range in the UK and will be shipping some 500,000 gift sets in the run up to Christmas. Six gift sets will be offered for 1993. In the Original variant there will be a 250ml shower gel and 150ml body spray (£4.59); 75ml aftershave and 150ml body spray (£7.19); and 50ml Hydrogel and a pair of boxer shorts (£7.99). Three Sensitive gift sets will comprise: 200ml shave foam and 150ml deodorant (£4.59); 150ml shave gel and 150ml deodorant (£4.59); and 75ml aftershave lotion and 150ml deodorant (£7.19). During the pre-Christmas sales period, the brand will be supported with a £2.3 million television advertising campaign. Procter & Gamble (Health & Beauty Care). Tel: 0784 434422



Impulse, the UK's leading bodyspray brand, is offering three Christmas packs (£3.49), combining the best selling variants from the range (75ml size) with an Impulse shower gel (200ml) in a matching scent. Consumers can choose between Free Spirit, Vive or the latest introduction, Dynamique. Elida Gibbs Ltd. Tel: 071-486 1200

## Roc Pour Homme

Roc are launching their first Christmas promotion to support their Pour Homme brand of hypo-allergenic skincare and shaving preparations. A travel bag will be available as a gift with purchase when customers buy the aftershave gel (50ml, £7.95) plus one other product from the range. Laboratoires Roc. Tel: 0372 749223.

## In the bag

Hairbrush maker Kent have it in the bag. For women there is a Paddle Kit Bag containing a large and small paddle brush and comb (£9.95) and a Colors Kit Bag containing three brushes and two combs in three different colourways (£9.95). A men's Shaving Kit Bag offers a wooden shaving bowl and soap a shaving brush, wooden razor, black vent brush and styling comb (£19.95). Kent also have a wicker basket containing bathbrush, nailbrush, hairbrush, pumice sponge and soap (£19.95). G B Kent & Sons. Tel: 0442 232623.

## Natural manicure

Cutex are offering a Christmas line that contains everything you need to create the perfect French manicure. Presented in a quilted satin bag, it contains emery boards, two shades of varnish, nail tip white and a triple action product to care for nails and protect nail polish (£9.99). Rimmel International. Tel: 0233 625076.

## Gilded Guerlain

Guerlain are offering a gilded latticework spray, designed to take refills of their leading parfum de toilettes — Samsara, Shalimar, L'Heure Bleue, Mitsouko and Jicky (£49 complete, £35 refill). Guerlain Ltd. Tel: 081-998 1646.

## Absolutely Revlon

Revlon's Christmas Beauty Kit is presented in a black tiered cosmetic compact. The mirrored lids reveals six eyeshadows and two blushers and below them are powder, eyeliner and mascara and a collection of applicators (£19.95). It is available in two shade harmonies. Revlon Int. Tel: 071-629 7400.

## Ultima offers...

The beauty kit from Ultima II for Christmas 1993 comprises six eyeshadows, two blushes and a mascara plus applicators in a sleek ivory compact. It is available in two frosted and matte colourways (£13.95). Revlon International. Tel: 071-629 7400.

## Baskets and boxes

Taylor of London's gift set collection comprises a selection of seven baskets and boxes in a choice of five traditional flower fragrances — rose, fnesia, lavender, lily of the valley and gardenia — as well as two blended ranges, English Flowers and the new Oxford Bouquet. Products range from body lotion to bath and shower gels and toilet waters. Fine Fragrances & Cosmetics Ltd. Tel: 081-979 8156.

## Viva skincare

UK-based Viva are offering a range of electrical and skincare products. Dermacleanse is a cleansing and massage system with a suction and rotation action (£14.99). Skin rejuvenator (£19.99) massages moisturiser into the face with a vibration action. The aromatherapy body massager (£29.99) is a deep heat massager which comes supplied with eight massage oils. Viva Consumer Products. Tel: 0695 556262.



Braun are targeting young men as potential purchasers of their Flex Control and Action Line electric shavers. National television advertising for Flex Control breaking mid-November will encourage male replacement shavers and female gift givers. For Action Line Cord there will be ongoing price reductions from £39.99 to £34.99. Two national advertising campaigns will run from October to December in the youth Press and on MTV. Braun (UK) Ltd. Tel: 0932 785611



# Where does Paracodol get its strength from?



Paracodol contains the same painkilling power and active ingredients as its prescription equivalent, Co-codamol Eff. (the most popular dispensed version of soluble paracetamol and codeine).

Paracodol is also caffeine-free, comes in capsules or soluble tablets with high-quality foil packaging, and has great visual impact to encourage purchase.

So next time your customers need a prescription-strength painkiller, remember that Paracodol will give them that strength, without a prescription.

PAIN CAN'T HIDE FROM

**PARACODOL**

Roche

#### Essential Information

Each tablet/capsule contains Paracetamol BP 500mg and Codeine Phosphate BP 8mg. Paracodol tablets contain the equivalent of 1.5g Sodium Citrate BP. For the treatment of pain including muscular and rheumatic pain, toothache, headache, migraine, neuralgia, sore throat, period pain and discomfort associated with influenza, feverishness and feverish colds. Dosage: Dissolve tablets in water before taking. Adults: 1-2 tablets or capsules. If necessary the dose may be repeated every 4-6 hours, with a maximum of 8 tablets or capsules in 24 hours. Children: 6-12 years: 1/2-1 tablets. Not more than 4 doses to be taken in 24 hours. Tablets are not recommended for children under 6 years, and capsules are not recommended for children under 12 years. Customers requiring tablets who are on a reduced sodium diet or who have renal or hepatic impairment should be referred to their doctor. Product licence holder: Radiol Chemicals Ltd, PL 0339/0030 PL 0339/0035, PL 0339/0043. Pricing: Soluble Tablets 10's £1.29, 30's £3.19, 60's £4.75, Capsules 10's £1.19, 30's £2.99.

FOR FURTHER INFORMATION, CONTACT ROCHE NICHOLAS CONSUMER HEALTHCARE, P.O. BOX 11, WELDON GARDEN, CITY, HERTS, AL3 2AY, OR CALL 0707 339139.



# Chemex sees a host of new products for the pharmacy

Once again, manufacturers have risen to the challenge of Chemex, using it as the major platform to launch a host of new products covering the medical, beauty, cosmetics and health supplement markets

Leading names from the beauty industry, including Yardley Lenthéric, Rimmel, Collection 2000 and Kent Brushes, will be on hand to tempt you with ever-expanding ranges of cosmetics and beauty accessories.

Visitors to the Yardley stand will be able to see for probably the first time the recently relaunched Yardley make-up range, which is currently being promoted on television and in the Press using leading actress Helena Bonham-Carter.

Yardley will also be showing their new Yardley Esprit Vital range of three "sensory" fragrances, the Yardley Classic English Soaps, and the new male fragrance Yardley Blazer.

One of the highlights of the Rimmel stand will be the new Colour Quick, a Cutex-branded nail polish which dries

in less than a minute.

In addition, visitors here will be able to see the new Sensiq Lip Dew, which combines lasting impactful colour with superior skincare ingredients, according to the company, and Enchanted Forest, a new foundation formula.

Collection 2000 will be continuing their formula for growth with the additions of the new Creme Powder Make Up, available in eight shades, and an eyebrow pencil in two colours.

And for those who like to keep their cosmetics neat and tidy, Thermos will be showing their recently launched Sassaby cosmetic boxes, while Danielle are displaying new styles and new prints on their range of cosmetic bags.

## Baby talk

On their first outing to Chemex,

## CHEMEX EXHIBITION



**12-13 SEPTEMBER 1993  
WEMBLEY EXHIBITION  
CENTRE · WEMBLEY**

Quest will be introducing the NUK brand of bottles, teats, soothers and accessories to visitors to the show.

Brita will be showing their new Brita Baby water filter, which has been specially developed for use in the preparation of baby foods.

Following the success of the Rembrandt Whitening Toothpaste, Grafton's stand will also see Rembrandt's range expanded with the addition of whitening toothpaste for children with the flavour of Berry.

Formulated with Citroxain, a patented complex of enzymes and a polishing agent, the toothpaste contains fluoride to keep teeth strong, and is packaged in bright colours to make teeth brushing more fun.

Grafton will also be introducing Natural and Sensitive Rembrandt whitening toothpaste varieties, as well as showing the revolutionary new toothbrush the Superbrush, which has three heads moulded together.

## Natural solutions

One of the areas receiving an increasing amount of public attention is natural remedies and herbal products, and this sector will be thriving with product additions.

Among the highlights will be Nelson's *Prescribing Homoeopathic Medicines Guide*, an easy-to-use reference point for those recommending homoeopathic medicines.

It is designed as an A to Z guide, covering common complaints and the various treatments. To support the launch of the *Guide*, Nelson's will be running a series of seminars and lectures on request.

Tea for two could be the

order of the day on the Weleda stand, as they launch their two medicinal teas — Clairio Tea for the relief of occasional or non-persistent constipation and Carminative Tea for the relief of wind.

Both teas comes in 50g cartons containing a free 5ml measure, and will be available with an introductory offer of 12 packs for the price of 10 at £18.70 (retail value £37.80.)

Showing for the first time, Weider Health and Fitness will be introducing their new Schiff range of wholefood-enhanced nutritional supplements, while Danish vitamins and mineral supplement manufacturer Pharma Nord are expanding their Bio-Series range with the addition of Bio-Biloba, Bio-C-Vitamin and Bio-E-Vitamin.

On a slightly different note, Bioconcepts will be introducing the Formule B Aromatherapy Preventative Face Wash and the Formule B Aromatherapy Protective & Moisturising Lotion, while Tisserand will be showing their new Aromastone, Tea Tree Soap and limited edition Christmas gift sets.

## Bits, bytes and nibbles

For the computer-keen pharmacist, Hadley Hutt will be showing their new program enhancements which come with NPA approval, while Surgichem are offering a 10 per cent discount on all new nomad MDS systems purchased at the show.

In addition, Simple Software are joining forces with Barclay Enterprise, one of the largest wholesalers, and Omron Systems to show their combined expertise.

## And there's more

And if that's not enough to tempt you, why not check out Ernest Jackson's new Flucaps, the new Shaver Mate, an all-in-one shaving system from Santo, or catch up on the latest information on Wellcome's Zovirax cold sore treatment, to name but a few attractions, and you can pick up a selection of show-only promotions and prizes!

**Chemex takes place  
on September 12  
to 13 at the  
Wembley Exhibition  
Centre. For further  
information, phone  
081-302 7215.**

OUR 21<sup>ST</sup> ANNIVERSARY!

## THREE PEARS WHOLESALE

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- Palmolive 2 in 1 -

# A LAUNCH SO BIG ARCHIMEDES WOULD HAVE BEEN PROUD

Many great discoveries have emanated from the bathroom but few can compare with the launch of our new 2 in 1 bath and shower products, uniquely formulated to moisturise and condition as they clean.

It's one of the most technically advanced ranges the buoyant toiletries market has seen in 2,000 years.

Available in a variety of pH balanced skin types, Palmolive 2 in 1 is the brand that's right for all the family.

And with a £3 million TV campaign plus 6 million door-to-door samples, it doesn't take a mathematical genius to recognise the potential it will have for your store.



Skin care you can feel



For further information  
or merchandising enquiries,  
contact Michael Beckett, Chemical  
Development Manager at  
Colgate Palmolive, 01853 802222



# Fit for the Nineties

Co-sponsored by *Chemist & Druggist* and Whitehall Laboratories

For the third time *Chemist & Druggist* is delighted to co-sponsor with Whitehall Laboratories the Fit for the Nineties Shop Design Awards. The 1994 Awards have record prize money available to the winner and runner-up in both full- and partial-refit categories plus prestigious plaques for display in the pharmacy. Here we explain the format of the Awards and how to enter, and publish some of the excellent refits that were commended by the judges but just failed to reach their top-four selections last year. So if you will have completed a full or partial refit within the qualifying period — January 1992 to December 30, 1993 — then a plaque and some of that £4,000 prize money could be yours as well as a certificate for your shopfitter



Personal service — matching professional and retailing skills and goods to a customer's health and product requirements — is the art of any business and the particular skill of community pharmacists. The judges of the 1994 Fit for the Nineties Shop Design Awards will endeavour to judge how well pharmacists have matched and executed the design of their full or partial refit to the services they want to provide for their customer.

Here are just some of the commended and highly commended entries from the 1992 field. Details of the winners and extracts from their entries were published in *C&D* on April 25, 1992, pp693-695 and on December 12, 1992, p1045).

## The 'class' of '92



Orr & McWilliam were commended in the partial refit category for their new shop front. Pharmacist James McWilliam aimed to present to the folk of East Kilbride a pharmacy which "contrasted with the indoor, heated shopping centres nearby, promising good, old-fashioned service to match the exterior"



Dallas Chemists of Edgware, Middlesex were highly commended for this full refit. The company wanted a pleasing environment for the public to shop in while "portraying the professional side at the same time"



Dermot O'Donnell of Londonderry wanted his full refit shopfront "to have open plan windows and an entrance porch which allows an uninterrupted view of the interior". O'Donnell's Pharmacy was highly commended in '92





"A top quality, spacious, easy-to-shop environment which presents the best of retail pharmacy" was the objective of Westbury Chemists of London, SW16. A high commendation suggests they achieved their aim

**David Beauchamp, managing director of Whitehall Laboratories, comments on the 1994 Shop Design Award and the challenge facing industry and pharmacy in a changing retail environment:-**

"We at Whitehall Laboratories are delighted, once again, to be associated with *Chemist & Druggist* in sponsoring this important shopfitting design award.

With the anticipated switch of many more products from prescription to over-the-counter status the OTC healthcare market is facing a period of dynamic change and growth. Retail pharmacies and the pharmacist will play an increasingly significant role in community healthcare.

Pharmacists are becoming increasingly aware how important it is to provide an environment that is pleasant and welcoming for customers. But the market is evolving and developing rapidly and it is vital that the growing number of OTC products becoming available are displayed to their best advantage. This, plus the need to develop the role of the pharmacy with specialist counselling areas increases the challenge to the profession.

The '90s have become a period of rapid change and development but also an era of opportunity. We are, therefore, delighted to co-sponsor a scheme that rewards those who invest in the future of their pharmacies and their customers.

This is the third "Fit for the Nineties" Award that we have sponsored. The standard of entries has been consistently high with designs for both the full and partial refits displaying a great deal of imagination and creativity. I have no doubt that this year's entries will be equally interesting and a source of inspiration to us all."



D.M.Wood of Aberdeen were highly commended for their full refit. One of Michael Wood's objectives, executed by Zaf Ltd, was "to create a bright, clinical environment incorporating an uncluttered, open-plan dispensary"

# Pharmacy of the future

## COMPETITION RULES

**This *Chemist & Druggist* pharmacy shopfitting competition is sponsored by Whitehall Laboratories:**

### Categories

1. New pharmacy shopfit or major pharmacy refit involving at minimum the full sales area. Entrants must describe in no more than 300 words the main objectives of the refit and how they were achieved and back up their submission with photographs, illustrations and plans where possible. In particular, how services and merchandise are matched to customer type/locality through cost-effective solutions.

2. Partial refit or extension of pharmacy involving: shop front; dispensary; special sections of sales area; consultation area, or conversion of non-sales area to trading venture, etc. Entrants must also describe in no more than 300 words the main objectives of the refit explaining how they were achieved, backed up with photographs, illustrations and plans where possible.

In both categories judges will match execution of plan with objectives, with particular emphasis on innovative solutions to problems.

### Entrants

1. Shopfitters (in conjunction with planners where appropriate, eg wholesalers).

2. Pharmacy owners/managers.

Closing date for entries to be January 31, 1994. Refits must have been completed in period January 1, 1992 to December 30, 1993.

The entry must include category, full name, address and telephone number of both pharmacy and shopfitter and reach *Chemist & Druggist*, Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW, by January 31, 1994. Entry forms from Whitehall Laboratories or the above address.

### Prizes

Either shopfitter or proprietor/manager (with owner's permission) can make an entry. The prizes awarded will be:

1. £1,750 for the winner of pharmacy refit; £750 for runner-up with plaques for both. Shopfitters to get a certificate and right to use competition emblem in advertising, etc.

2. £1,000 for the winner of partial pharmacy refit; £500 for runner-up with plaques for both. Shopfitter to get certificate and right to use competition emblem in advertising, etc.

All entrants to get certificate of entry. *C&D* has the right to publish entries. All entries to be returned.

### Judging

Judging will be in February, 1994 with winner announced in *C&D* by April 30.

*C&D* Editor John Skelton to act as non-voting chairman of a four-person panel drawn from the pharmaceutical profession and shopfitting industry.



# Neutrogena's rising star

Fran Minogue believes in pushing herself to the limit, whether at work or play.

"I'm going to Body Blast tonight," she says gaily. Further inquiry reveals this gruesome-sounding activity is the toughest class you can do at the Wycombe sports centre — perhaps not everyone's choice of relaxation after a hard day at the office.

Ms Minogue is never one to choose the easy option, which applies equally to her career. She thrives on challenge and enjoys proving sceptics wrong: "I always wanted a business career. When I was at school girls were expected to become teachers or nurses until they got married. I knew I wanted more than that."

Originally from Hertfordshire, she went to school in St Albans and obtained a degree in French and Spanish with business studies at London University. She lives in Holland Park, London, with her partner, who runs the motor division at Lorrho.

## Young talent

Her first job was as a graduate trainee with Smith & Nephew, working on Nivea and Elastoplast. She quickly proved herself and was subsequently recruited by Beecham as their first female, and youngest ever, marketing manager at the age of 26.

She was invited to join the Women's Advertising Club and the Marketing Society as a result. For potential recruiters in the marketing world, the status marked her as someone who was going places.

During her time at Beecham, she worked mainly on haircare brands. She managed a major relaunch of Silvikrin, taking the hairspray to brand leadership for the first time.

Not content to sit back and enjoy her success, Ms Minogue changed course and moved to the male-dominated and traditional bakery market, working for Allied Bakeries.

"It was a very tough environment," she admits. "I really had to prove myself there. When I joined, the chairman made me go and work in the bakeries for a month to get my hands dirty. I did everything from putting cherries on buns to going out at 3am to deliver the bread."

Ms Minogue was responsible for the launch of Mighty White bread, which won a new product of the year award in 1986. Seeking a fresh challenge, she moved on to become marketing and retail director of the retail division. There she developed a retail branding strategy for the company's bakery and restaurant chains which, she says, was very underdeveloped when she took it on.

Success has a habit of breeding success, and she was headhunted by the hotel



**As managing director of toiletries company Neutrogena, northern Europe, Fran Minogue has seen the company's business treble. Thriving on challenge, she is a woman who demands the best from her staff and constantly drives herself forward.**

**Sarah Purcell went to meet her**

company Grand Metropolitan to become European vice-president of marketing for their Intercontinental hotels division.

"Yes, it was very different," she admits, "but you're still selling a product. It's just retailing of a very high order."

It served as good preparation for her current position at Neutrogena as it introduced her to a global marketing environment: "It got me ready for working in the structure which I work in now. Structures are much harder to learn than products. You can always learn facts about a new product."

She describes skincare as her first love, and moving to Neutrogena was like coming home. On this occasion she actually applied for the job instead of being recruited. Keeping up her languages paid off, and she believes that her good French helped her get the job. The company's European headquarters are in France and she encourages her staff to look to Europe too — they all take French lessons each week.

"Neutrogena was a brand waiting to happen," says Ms Minogue.

She was right. The business has trebled in the past three years, with an average growth rate of 35 per cent per year. It is still a relatively small company in the UK, which Ms Minogue sees as a bonus: "We all feel it's our business. You just don't get that in a big company."

Neutrogena UK has recently moved to purpose-built offices in High Wycombe, a great improvement on the previous cramped offices in Victoria, she says.

## Feminine touch

Being in charge of the northern Europe division at Neutrogena does not mean the power has gone to Ms Minogue's head. She feels it is important for a woman in charge not to sell out to male values. A woman at the top can put a different, more personable, perspective on a company, she believes.

She describes herself as a "tough but fair" manager who likes to challenge her staff: "I encourage them to think broader and bigger, not just to come up with conventional solutions. I believe in managing from the bottom up and

promoting a work hard, play hard mentality."

She practises what she preaches in her own life. When she is not at work, she likes to travel, which is made easier with her job often taking her abroad — her responsibility also covers Iceland, Malta, Gibraltar and South Africa. A self-confessed fitness fanatic, she also runs, goes mountain bike riding and in more relaxed moments enjoys listening to music and reading.

## Innovative theme

Recent good publicity for Neutrogena has come through an award for their "tracing paper" advertising campaign two years ago. Continuing the innovative theme, the new campaign includes a TV advert using a special technique in which make-up disappears from a model's face while you watch. It promotes the message that model-girl looks are an illusion created by make-up, but healthy skin can't be faked.

Keen to give something back to society, Ms Minogue has joined the new Cosmetic Executive Women Society, which is raising money for the Royal Marsden cancer unit for women. She is encouraging staff to give educational careers talks to local schools and colleges too.

"I think the best thing we can do to help the next generation is to get them to stay in school," she believes.

"Discover your natural best" is the Neutrogena slogan, and one which Ms Minogue has strong feelings about.

"I think there's definitely a supermodel backlash going on. There is such pressure on women to look good. There should be more concern about who you are, not what you look like," she believes.

But as a woman in a responsible position, she does feel a pressure to conform to certain standards which men are not subject to.

Personally, she likes simple beauty products and, of course, favours Neutrogena as a brand. Particular favourites are the Tinted Moisture and Rainbath products.

The person she most admires is a woman who has proved herself in tough, traditionally male industries, Jean Denton, the successful racing driver and respected figure in the motor industry. She is now in charge of small businesses under Michael Heseltine.

"To me she's a real inspiration for what women can achieve," Ms Minogue says.

Keen to push her own ambitions to the limit, she will not be sitting around with her feet up enjoying the rewards of her success in ten years' time. By then, she confidently sees herself as the president of a worldwide organisation.

"And why not? Someone's got to do it," she smiles.



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1 Nielsen Retail Audit March-April 1993. 2 Taylor Nelson 1992. 3 Annual Dental Survey 1992. 4 Taylor Nelson 1991



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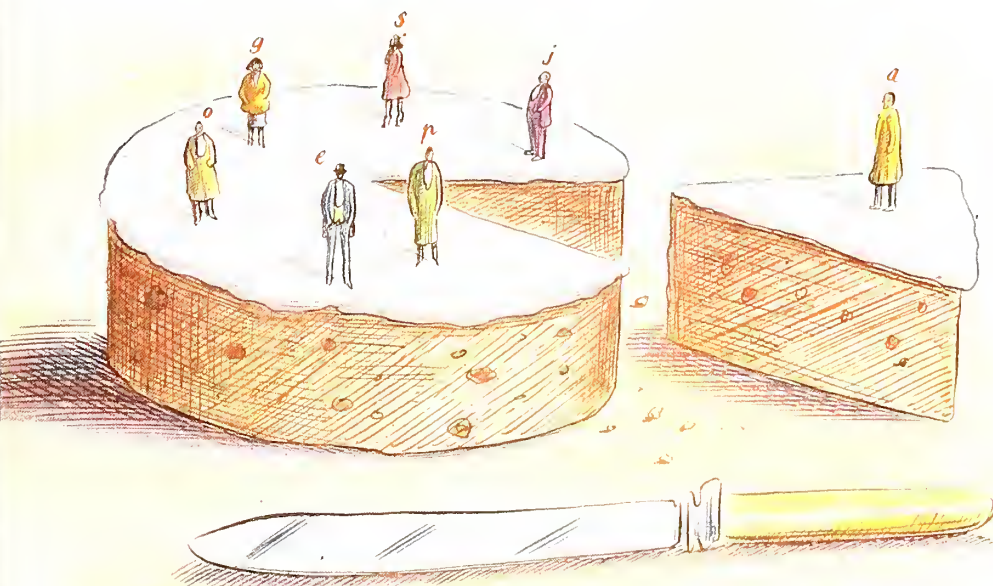
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1. Nielsen Jan/Feb 1993. 2. Scriptcount 4 weeks to 26 March 1993. 3. Based on number of sales events. Counterpoint, smoking cessation, nett data, Jan-March 1993. 4. Adwatch, Marketing 25 March and 1 April 1993.

# Geigy



**Annabel Kaye of specialist staffing consultancy Irenicon looks at some of the legal pitfalls that appear when staff levels have to fall**



# How to handle redundancy

Nowadays, perhaps more than ever, pharmacists may have to consider redundancies among their staff. This may be because of a reduction in business, local conditions such as a competitor opening nearer to a prescribing surgery or changes in NHS contracts. In due course, these work through to the bottom line and action is essential.

This may take the form of merely cutting hours worked by staff or shedding a part-timer, or it may mean the wholesale restructuring for multiples.

While such tough measures must be faced, if mishandled the situation can damage the very business the action was designed to save — there is the risk of tribunal awards of as much as £11,000 (more in some circumstances) per employee if it becomes unfair dismissal.

Even if all goes well, you may be liable for redundancy pay, accrued holiday pay and possibly notice pay.

On the other hand, such an exercise, properly timed and carried out, has saved countless businesses in the past which were subsequently restored to greater health. The key is to plan carefully and in good time, not react in panic to an already-desperate situation.

So here is a run-down of the points to be considered and acted on. Legal advice may well be needed in particular

situations, but it is a sound guide to the potential problems.

Redundancy is simply one form of dismissal. It occurs when the need for work of a particular kind stops, diminishes or is expected to do so (this can include moving the shop). Alternatively, it can happen when the employer can no longer afford the same number of employees to carry out the same volume of work.

Redundancies are no easier in procedural terms than any other kind of dismissal. For a start, the employer must be able to demonstrate that the need exists. For example, there may be actual figures showing a volume or profitability slump.

## Selection

- The method of selection must be demonstrably fair. If a whole shop is closing or moving elsewhere, everyone is probably affected. But this may not be true if your employment contracts have a mobility clause requiring staff to move if needed. The NPA standard contract does not contain one but, if yours does or you have commonly moved staff between shops, take advice.

If you have more than one shop and have mobility clauses in your contracts, or make a practice of transferring staff, you may have problems if you

just look at each site individually.

- You must also work to any customary or agreed procedures. Again, the NPA and JIC standard terms have no fixed redundancy procedures, but you may have created a pattern in the past which can be regarded as customary — even if not written down.

If you have an existing procedure which is impractical in this instance, it may be possible to vary it but you need expert help. In any case, you need to define the "unit of selection" you will work to; for example, by job category such as sales assistants, so you do not have to include pharmacists in the pool for selection.

- A common selection basis within the pool is last in, first out. LIFO has the least immediate effect on cash flow since the shortest serving members of staff generally have the lowest entitlement to redundancy pay, and staff with less than two years' service are not entitled to redundancy pay.

Any staff over 18 with this minimum service, who work more than 16 hours a week, are entitled to redundancy pay. So are those who work between eight and 16 hours, but only after five years. If hours have varied, take advice on how to calculate entitlement.

You may call for voluntary redundancies. This is a valid approach, although some employers mistakenly believe they then have to accept all who offer. Take advice to ensure you do not end up short-staffed and paying redundancy money or losing staff you want to keep — which can also be problems with LIFO.

## Be objective

- Any objective criteria may be used, although they must relate to business. Even though employees with less than qualifying service are not entitled to redundancy pay, include them in your initial selection of who should go since, otherwise, the basis may be inconsistent and thus unfair. For the same reason, part-timers should be treated exactly like full-time staff.

Always start with the method rather than deciding on the persons you want to lose and backtracking to try and devise a way of picking them.

- If you recognise a trades union then you have a legal duty to consult with the union as well as the individuals. Most small pharmacies do not recognise unions, but it is still necessary to consult with staff as soon as you know redundancy is likely.

Under no circumstances issue notices of redundancy without either discussing the matter face-to-face for small numbers, or circulating a draft procedure for comments if many people are involved.

The employees must have adequate opportunity to consider this and give counter-suggestions. Be especially careful to deal with the questions of vacancies elsewhere in the pharmacy.

If you have more than one site, do not ignore vacancies on those sites. If you are part of a group of employers (even if some are nothing to do with pharmacy), you must check the vacancy situation in all the group since there is a duty on you to consider the redundant employee for vacancies throughout your group.

## Qualifications

Do not make the mistake of automatically ignoring jobs which are less well paid or require no qualifications. It is better to let individuals refuse jobs which are "beneath" them than to forget to discuss it with them. Obviously, an employee must have the necessary skill — you do not have to put a sales assistant in as a pharmacist if they do not have the training.

If you manage an outlet within a multi-site company, take advice: vacancies elsewhere can cause complications.

- Once the consultation process is complete and any transfers agreed, you can give notice of dismissal by reason of redundancy. This can be for termination at a future date or earlier with money in lieu.

In either case, the employee is entitled to whichever is the better of their statutory or

Continued on p344



Continued from p343

contractual notice period. Employees with more than one month's service are entitled to a week's notice for each complete year of service, to a maximum of 12 weeks.

Employees working out their notices have the right, with prior arrangement, to attend interviews for new jobs. During this period, they are considered normal employees subject to all the usual rules and discipline. For extreme breaches, such as gross misconduct, they can be summarily dismissed and may even lose their redundancy pay entitlement.

• Once you start implementing the redundancies, there are a number of practical steps to be taken. Send a letter to everyone affected spelling out: the method of selection used; how the individual is "qualified" if it was a multi-stage system; the consultation results; any vacancies that are available; the termination date; and the financial arrangements. Also explain how notice period/money in lieu, holiday pay, redundancy pay and other due payments are calculated.

## Appeals

It is important that you detail how staff can appeal against their selection. If you are a sole trader, this may have to be you but, if you have partners, it may be wise for one to handle the first stage and another the appeals.

If there are no vacancies, say this in the letter and be most careful that such a statement is accurate. If there are, you should provide enough details to let someone decide whether they want the job at the conditions offered — pay, status, location and so on. Keep a record of what you offer.

If the vacancy was at a lower rate of pay and the offer is refused, simply note that in the final letter. But if it was for a similar job and you feel the refusal is unreasonable — "no, I'd rather be out of here" — take advice, because in some circumstances there may no longer be a redundancy entitlement (although many employers will pay anyway).

If the vacancy is accepted, staff automatically have one month to try it out and then, if unhappy, revert to the original redundancy dismissal.

• If your business happily recovers and vacancies occur, you may want to re-employ someone who left as redundant. If this happens within a month of their leaving, you can — but do not have to — ask them to return the redundancy payment and resume uninterrupted service. Or you can simply treat them as new starters.

If a vacancy arises at a later date, there is no obligation to offer it to former staff. But if a vacancy arises while someone is under notice, then failure to consider the staff member for that vacancy may make an

otherwise fair redundancy exercise unfair.

• Your employee has three months from the termination date in which to bring a claim of unfair dismissal. Tribunals have the power to extend this period in certain circumstances, so there is no hard and fast date on which you are definitely in the clear! They have six months in which to claim a redundancy payment. • To work out the redundancy payment, contact the NPA or nearest ACAS office to obtain current limits and calculation formulae.

## Redundancy pay

Remember that redundancy payment is not instead of contractual pay entitlement, it is in addition to it. If your contract says "we reserve the right to pay money in lieu of notice" (standard NPA ones do not), then the money in lieu of notice is likely to be taxable.

Statutory redundancy payments are not taxable. Parting gifts (extra non-contractual payments) are tax-free up to a limit which varies each year; it is around £30,000. Check with your accountant if you are feeling this generous.

Calculate these payments in good time, letting your bookkeeper, if you use one, know well in advance so he can prepare the final payroll. If you have several staff leaving, there can be quite an effect on cash flow, so you need to be sure

the bank account has adequate funds.

• Redundancy is not a safe option for dismissing employees you do not like or a safe way to get rid of problems. If you believe you need to dismiss staff, take advice about how to do this fairly.

Larger-scale redundancies impose added time constraints as well as simply raising the scale. You must notify the Department of Employment at least 30 days before the first dismissal of ten or more employees, 90 days for 100 or more. Again, take advice on this aspect.

After a redundancy has been announced or set in motion, remember to revise the contracts of anyone transferred within one month. Keep copies of all notes and documents for at least six months; much of it will be needed for your year-end accounts anyway.

Most importantly, talk to all your retained staff, reassuring them that the exercise is complete and agreeing to any workload changes that may result.

• This article has been prepared by Annabel Kaye, managing director at Irenicon, a specialist consultant retained by the NPA to provide legal advisory services for members. As well as advising, Irenicon has effectively represented pharmacists at industrial tribunals since 1980.

## At last, combing out lice eggs needn't end in tears

New Step2, offers for the first time, a way of avoiding the hours of painful combing associated with lice egg and nit removal.

An infestation of head lice is easily cured. Any proprietary pediculicide will kill the lice and their eggs. It is after treatment however, that the problems really start.

The next step is to completely eradicate all traces of infestation by meticulously combing out the lice eggs and nits. This process is painful, distressing, and can take many hours.

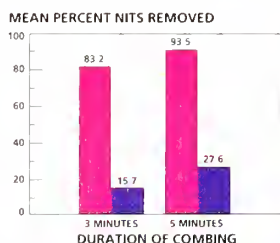
Now, there is a specialist lice egg removal system which pharmacists can recommend for use after any pediculicide treatment. Step2.

New Step2 is a creme rinse which greatly speeds the lice egg and nit removal process by loosening the bonds which hold them firmly to the hair.

Studies have shown that the combing process can be made up to 10 times faster with Step2. Step2 helps to reduce tangling, making combing less painful and far more effective.

New Step2 also reconditions treated hair, restoring its health and shine.

Killing the lice is only the first step in head lice treatment. Now you can finish the job with Step2.



## Step2 takes the tears out of lice egg removal

Note: Step2 does not kill lice or their eggs, but speeds the removal of the lice eggs and nits which remain in the hair.

Dendron Limited, 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Tel: 0923 229251

Chemist & Druggist 28 AUGUST 199



*Don't dice with lice*

“ Insect populations that are indefinitely exposed to a single insecticide inevitably develop resistance.”

#### REVISED PRESCRIBING INFORMATION

CARYLDERM® Lotion,

DERBAC®-C Liquid,

DERBAC®-M Liquid,

FULL MARKS® Lotion and

PRIODERM® Lotion

Indications: DERBAC-C Liquid,

CARYLDERM Lotion, FULL MARKS

Lotion, PRIODERM Lotion and

DERBAC-M Liquid: Treatment of head

infestation.

Ingredients: DERBAC-C Liquid

carbaryl 1.0% w/w. CARYLDERM

phenothrin 0.5% w/v. PRIODERM

malathion 0.5% w/v. DERBAC-

liquid: malathion 0.5% w/w. FULL

MARKS Lotion: phenothrin 0.2% w/v.

Use and administration: Sprinkle

dry hair and rub gently into the

scalp until all the hair and scalp are

thoroughly moistened. Allow the hair to

dry naturally and leave for at least 2

hours (12 hours for DERBAC-C Liquid

and DERBAC-M Liquid). Shampoo the

hair as normal. Rinse and comb whilst

to remove dead lice and eggs.

Contra-indications, warnings, etc.: Not

to be used on infants under 6 months of

age except on medical advice. Avoid

contact with the eyes. Skin irritation can

occur. These treatments may affect

coloured or bleached hair. Do

not use these products if you are

sensitive to any of the active ingredients.

CARYLDERM Lotion, FULL MARKS

Lotion and PRIODERM Lotion contain

ethyl alcohol which may exacerbate

eczema or eczema. As they are also

flammable, apply and dry the hair with

care and do not use artificial heat.

Prices: CARYLDERM Lotion: 55 ml,

£5 (R) £2.80; 160 ml: £2.845 (R)

DERBAC-C Liquid: 50 ml, £1.595

£80; 200 ml: £3.415 (R) £5.99

DERBAC-M Liquid: 50 ml, £1.595 (R)

200 ml: £3.415 (R) £5.99. FULL

MARKS Lotion: 55 ml, £1.595 (R) £2.80;

160 ml: £2.845 (R) £4.99. PRIODERM

Lotion: 55 ml, £1.595 (R) £2.80; 160 ml,

£5 (R) £4.99.

#### Product licence numbers:

CARYLDERM Lotion PL 0337/0038,

DERBAC-C Liquid PL 0337/0203,

DERBAC-M Liquid PL 0337/0205, FULL

MARKS Lotion PL 0337/0153,

PRIODERM Lotion PL 0199/5002R.

#### Product licence holders:

Napp Laboratories Ltd., Cambridge Science

Park, Milton Road, Cambridge CB4

0UK. (CARYLDERM Lotion,

DERBAC-C and DERBAC-M Liquid,

FULL MARKS Lotion). Priority

Laboratories Ltd., (Member of Napp

Pharmaceutical Group), Cambridge

Science Park, Milton Road, Cambridge

CB4 0UK.

PRIODERM Lotion only).

Date of Preparation: June 1993.

Further information is available on

request from Napp Laboratories Limited

or NAPP device, FULL MARKS,

CARYLDERM, CARYLDERM and

DERBAC Care Registered Trade Marks

© Napp Laboratories Limited, 1993

Prices

under J. Cooper N. Prescner

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under JW J Roy Soc Health

111:24-6



To help prevent resistance development

## FOLLOW THE ROTATIONAL POLICY

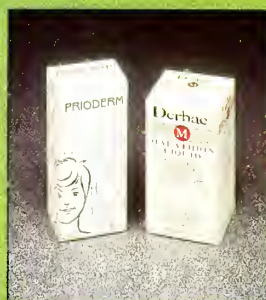
as recommended by your Regional/District Pharmaceutical Officer

Napp Consumer Products Division have a full range of products to fulfil all requirements of the rotational policy

pyrethroids  
(phenothrin)



malathion



carbaryl



“ Any incipient resistance which may have developed can then be eliminated by the discontinuance of the first insecticide and the substitution of another for the next three years.”

To find out which product is on rotation in your area, please contact your Regional/District Pharmaceutical Officer or ring the  
**HEADLICE HELPLINE ON 0223 424444**



Consumer Products Division, Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW. Date of Preparation: February 1993.





# A new complexion on colour cosmetics

Consumers, retailers and competitors alike have all been watching and waiting as Yardley's teaser campaign mounted in tension — who was this fresh new face that was "soon to be on everyone's lips"?

After a celebrated media event last week, the world now knows it is one of our best British assets, actress Helena Bonham Carter.

Yardley have placed substantial resources behind the cosmetics re-launch, both in developing a range that genuinely fulfills consumer demand — and in casting the most relevant woman to bring its unique qualities to bear fruit.

The rationale for their new brand positioning was clear from the outset and their vision of the future single-mindedly set.

This is not to say though that it has been an easy task in reaching those goals. As an established name for many years, any changes have to be

**The revitalised new range of Yardley cosmetics has already created quite a stir in the marketplace. Now, with the unveiling of a boldly innovative advertising initiative, the company is confident of changing the face of mid-market make-up — for good**

diplomatically as well as strategically handled to deliver the right balance of business.

Yardley's aims were twofold — to attract the lucrative custom of women in their 30s while nurturing the intensely loyal purchasing from their existing consumers in the 40+ age group.

## Finding a face to fit

In order to ensure that harmony could be achieved in bridging these key objectives, Yardley invested heavily in research to find a contemporary "face" that would fit current

consumer expectations like a glove.

An intensive study was conducted among existing users and target consumers to gain the most realistic picture nationwide.

The findings have proved conclusive though, shedding some interesting light on how the now media aware public react to certain kinds of advertising campaigns.

In the actress v model v supermodel debate, actresses won hands down. Unknown models were felt to provide the "almost accessible" fantasy but lacked any "added extras" or values they could potentially

add to a brand.

And, as Sue Asquith, marketing manager at Yardley, reveals "consumers credit actresses with the greatest intelligence and integrity. They portray a kind of beauty that is aspirational but eminently more accessible with personalities that convey warm familiarity".

The research also highlighted that supermodels' rise to fame has brought with it the possibility that they might subsume the brand and themselves take over as the advertising "idea".

This was supported by the views of the majority of respondents believing that they were only "doing it for the money" — so credibility and any lasting benefit of their testimonial would be limited.

## Casting aside the supermodel

In sharp contrast, Yardley's plan to select an actress to play their leading role was universally





well received by all their key consumer targets.

With their concept thus confirmed, Yardley were seemingly spoiled for choice with candidates — so why Helena Bonham Carter?

Sue Asquith stresses that this was probably the most important decision of all. "We knew that the right actress could be a phenomenally powerful property in consumers' eyes so it was vital that whoever we chose matched their expectations as well as our own."

## A "natural" for Yardley

Support for Helena as a key prospect was overwhelming: perceptions of her personality were virtually 100 per cent in line with their own blueprint for the Yardley face.

She is seen as the contemporary, classic English

colour aspect, the advertising treatment uses state-of-the-art technology to suitably dramatic effect.

Yardley Lenthéric's advertising agency, Landsdown Conquest, brought in director Phil Dupee and producer Elaine Taylor, to bring to life their highly imaginative and impactful concept.

Using the "yin and yang" philosophy to portray the inner and outer benefits of the Yardley brand, the 'Y' symbol visually embraces all three component messages to create the required aura of the classic English Rose around Helena Bonham Carter's peaches-and-cream complexion.

## Facing up for the future

Yardley are certain of one thing — that this new advertising concept will "run and run", and are planning a follow-on burst



rose — naturally attractive but her looks would be considered to be enhanced by make-up.

Referring to respondents' comments, Sue Asquith reveals that their respect for her is undoubtedly a major motivational force. "Times have changed and women are now looking for independent and fairly strong-minded role models."

Helena was a natural choice since she represents the desired attributes at both an emotional and physical level."

## Stars behind the screens

As a result, Yardley are placing £2 million behind the launch campaign to introduce Helena Bonham Carter as the new face for the future.

The afore-mentioned teaser campaign using the national press has performed well for them, heightening public interest and awareness to the desired crescendo in the run up to the debut screening of their 30-second TV commercial.

Developed to communicate the dual brand perspective of "inner" skin caring qualities alongside the visible cosmetic

of TV for the late Spring of 1994.

At the same time, Helena has been cast in a new Ruth Rendell Mystery on television.

And on the big screen, Helena has just secured one of the year's top roles to star in *Frankenstein* — which will doubtless provide a rewarding spin off for Yardley sales as well.

In the meantime, a heavyweight Press campaign across targeted major women's magazines starting in October will ensure that the brand's cosmetic transition is safely secured.

"We believe that retailers will see a healthy uptake in Yardley sales almost immediately," says Sue Asquith.

"Obviously the advertising will play a key role in our success, but our real confidence lies at the heart of the brand — in the performance of our products."

"What we have undertaken is more than just a face-lift and our track record with existing cosmetics is testament to this with many of our lines consistently amongst the bestsellers in the mid-market sector."

## Making all the right moves

At a corporate level, the Yardley Lenthéric Group are going from strength to strength with an impressive portfolio of established British brands.

Their longevity in fragrance is a dominant force with their four leading women's brands — Lace, Tweed, Panache and White Satin — contributing to their 26 per cent share of all mass market sales.

New launches this year in the male market include English Blazer and Original. They offer a complete grooming range for men and have taken Yardley straight into the buoyant Volume Prestige sector.

Of course there is, and will no doubt always be, Yardley Lavender — launched in 1770 and still going strong towards the twenty-first century.

Even though they have much to celebrate in their past,

The Yardley Lenthéric Group's attentions are firmly focussed on launching their future.

The company's consolidation on its Basildon site marks a new era for this massive operation. This now effectively become the group's global HQ where every element — from sales, marketing, research and development, to production — will be fully integrated.

Retailers will also benefit greatly from streamlined systems, improving customer and supplier service as well as distribution.

Managing director, Sarah Robey, is committed to fuelling dynamic growth through future initiatives. "We are not a company to rest on our laurels or rely on gimmicks or fads."

Although Yardley enjoy a rich heritage, she is quick to point out that "history counts for little if it simply represents a fixation with the past."

We are recognised as having a flair for capturing the spirit of British classics and we intend to continue to build on this."

In summing up the company's corporate vision of the nineties, Sarah Robey has a clear goal in mind. "We are dedicated to becoming the major British name in quality fragrance and cosmetics, worldwide."





## AAH re-locate to largest warehouse in Scotland

AAH Pharmaceuticals have moved their two Glasgow operations to a new, 80,150 sq ft warehouse at Polmadie in the south of the city.

The opening last week was performed by the Minister of State for Health at the Scottish Office, Lord Fraser of Carmyllie QC.

Lord Fraser told attendants at the opening: "Dispensing prescriptions will always be an important part of the pharmacist's work, but now a much wider range of services is being provided. Better use is being made of the pharmacist's professional skills in giving advice to patients on general health matters and the treatment of minor ailments."

He emphasised the contribution that pharmaceutical wholesalers can make in the efficient management of medical supplies. This was demonstrated, he said, in the joint venture between Lothian Hospital pharmacy departments and AAH.

The new Polmadie site is Scotland's largest pharmaceutical warehouse and will serve com-

munity pharmacies in west and central Scotland and the north east of England. It will also be the key wholesale supplier to hospital pharmacies throughout Scotland.

General manager of the new warehouse Jim Fowlds says: "All the staff are looking forward to the opportunity to expand our business in Scotland further."



Lord Fraser of Carmyllie QC, the Scottish Health Minister, opening AAH's new warehouse at Polmadie, Glasgow. From left: Jim Fowlds, general manager AAH Glasgow; John Padovan, AAH chairman; Bill Revell, chief executive and managing director of AAH; David Taylor, managing director AAH Pharmaceuticals

## Wholesalers benefit from market growth

The growth in the UK pharmaceuticals market from 8 per cent to more than 12 per cent in the past two years has made wholesalers the major beneficiaries, say analysts Lehman Brothers.

Both Unichem and AAH, with around 60 per cent of the market between them, should be able to sustain this growth.

Any shift by manufacturers to over-the-counter medicines would also benefit large wholesalers as margins are higher than on prescription drugs.

- The concentrated market in the UK gives higher margins to wholesalers. The margins are highest in The Netherlands, where the three leading wholesalers have nearly 80 per cent of the market, says a report on the wholesaling industry in Europe from Datamonitor. The report costs £695 (tel: 071-625 8548).

## Healthy spend on medicines in Europe

Some 87,360 million ECU (£66,550m) was spent on pharmaceuticals in Western Europe in 1991. Germany, Italy, France and the UK were the biggest spenders, according to analysts Euromonitor.

Prescription sales accounted for an estimated 88 per cent of the total, over-the-counter sales contributed 8.5 per cent and complementary healthcare accounted for 3 per cent.

Glaxo is Europe's largest pharmaceuticals company, while Smithkline Beecham is the leading European producer of OTC products.

Spending on pharmaceuticals is forecast to rise by an annual average of just over 4 per cent from 1991 to 1997, despite the attempts of European governments to reduce spending on healthcare.

The OTC market is predicted to grow by 2 per cent, with strongest growth expected in France, Spain and Italy.

- The European Healthcare Report 1993 costs £495 from Euromonitor. Tel: 071-251 8024

## MMC report on fragrance goes to DTI

The Monopolies and Mergers Commission's report on the perfume industry was handed to the Department of Trade and Industry last week.

The Office of Fair Trading asked the MMC to investigate the perfume industry nine months ago after complaints that fragrance houses were keeping their prices artificially high.

Superdrug, who sell discounted perfumes through 45 of their stores, complained to the OFT that companies were refusing to supply them.

A spokesman for Superdrug told C&D: "We put together a really strong case when giving evidence to the MMC, but it is impossible to speculate what is in the report."

Managing director of Parfums Givenchy Peter Norman says: "We've read the documentation from the MMC but all it states is that they have submitted the report to the DTI."

## Rising drugs bill 'needs tackling'

The basic cost of medicines dispensed in England in 1992 rose 13.4 per cent from 1991 figures to £2,858 million.

The total number of items dispensed in 1992 was 425 million, a 4.6 per cent increase on 1991. Of this, 80 per cent of items were exempt. Only 40 per cent were written generically.

The cost of medicines per patient was higher in the north

than in the rest of England.

Minister for Health Dr Brian Mawhinney says: "An increase in the drugs bill of 9.6 per cent in the real terms cannot be sustained."

He points out that a wider range of treatments, increasing numbers of elderly patients and the development of health promotion strategies make it more essential to reduce waste.

## Proposal to charge interest on late payments

Some 83 per cent of backbench MPs support the introduction of a statutory right to interest on overdue commercial credit, according to a survey by the Forum of Private Businesses.

The 20,886-member FPB lobby group last week published an "Interest on Debts Bill" which proposes that firms should be able to collect interest.

Small firms are owed about

£50 billion in overdue debts. They wait, on average, 81 days for payment from date of invoice.

Under the FPB's proposals, individual businesses would remain free to agree their own contractual terms and the decision to enforce the right of interest would be optional. Statutory interest could be claimed over a period of six years from the date of the invoice.



# Bulk





## Glaxo wait on patent trial outcome

Glaxo finished giving evidence last week in their defence trial against Canadian firm Novopharm concerning the expiry of the American patent on Zantac. However, no decision is expected until the end of the year.

During the course of the eight-day trial, Glaxo asked for a directive verdict which would allow the case to be dismissed. The request was denied by the judge.

A spokesman for Glaxo told C&D: "The directive verdict is a typical legal manoeuvre. It has no bearing on the outcome of the trial."

The judge has not set a date for deciding the case, but the outcome could affect another lawsuit being brought against Glaxo by Canadian generics manufacturers Genpharm which is due to be heard next May.

- The US Food and Drug Administration has given approval for Zofran to be marketed as a postoperative anti-nausea drug. It is already available for the prevention of nausea and vomiting induced by emetogenic cancer chemotherapy.

The news boosted Glaxo shares 36.5p to 558p.

## Interest shown in Maws sale

Addis have put their Maws babycare subsidiary up for sale.

In a statement issued this week, the company says: "The Maws business is on the market and there is considerable interest in the trade. Addis hope to make an announcement shortly. The business continues to do well in all its market sectors."

The babycare sector has been hit by the increasing popularity of own-brand baby products which now comprises 50 per cent of the market.

## NPA's new tax advisers

The National Pharmaceutical Association has appointed the taxation division of management consultants IRPC to provide consultancy representation to its members.

IRPC's team of tax and VAT consultants will provide representation to any NPA member in the event of an Inland Revenue investigation or Customs & Excise VAT dispute.

# Medeva stay bullish as profit drops 2 per cent

Recent problems at Medeva plc were dismissed as "interruptions" by chairman Bernard Taylor on Tuesday.

"The group remains strong, profitable and with net cash, and its longer term prospects are bright," he said, announcing the interim results which showed operating profit down 2 per cent to £13.7 million.

Turnover for the six months to June 30 increased 39 per cent to £80.1m compared with the same period last year. This increase resulted from the combined effects of acquisitions and disposals, from favourable currency movements and from organic

growth. Earnings per share dropped 18 per cent to 3.76p, while the interim dividend increased 20 per cent to 0.9p.

Mr Taylor said the usual imbalance between the first and second half results had been exaggerated by special costs incurred in the US through stock-related problems at the IMS subsidiary and by the Food and Drug Administration's warning about standards at the MD Pharmaceutical site, which resulted in manufacture being halted voluntarily for two weeks.

These difficulties seem to have been resolved, said Mr Taylor, and lost sales should be recovered

in the second half of the year.

Sales of Fluvirin during the coming season should also have a favourable effect, as would the contribution made by recently acquired Ribosepharm in Germany. The April rights issue paid off borrowings for acquisitions, so interest charges would be virtually nil during the next six months.

Sales at Evans Medical, the main UK subsidiary, were almost unchanged at £17.1m. Significant gains of 80 per cent in Coracten and 39 per cent in Normax were counterbalanced by a fall of 40 per cent in diamorphine sales as generic competition entered the market.

Mr Taylor said there would be no major acquisitions until stockholder confidence had returned, but the group would continue with small tactical acquisitions in the short term and would acquire late stage development projects in the medium term.

New products in the pipeline include MPI 5003, an inter-lesional implant for genital warts and basal cell carcinoma being developed by Matrix, with whom Medeva formed an alliance in the US last May.

A new hepatitis B vaccine, which has reached the production development stage at Speke, is expected to be the subject of a High Court hearing in October, when Medeva defend their patent against infringement claims by Biogen Inc.

## BBG prioritise after £13m loss

The British Bio-technology Group made a loss of £13 million in the year ending April 1993.

Chairman Brian Richards stated the company's intent to focus primarily on the development of pharmaceuticals for the treatment of acute or life-threatening diseases.

The public listing of the company's shares in July 1992 raised £30m before expenses. The reagents and diagnostics assays subsidiary, British Bio-technology Products, was sold for \$2.3m. This helped boost the end of year cash reserves to £50m.

BBG report four products in various stages of clinical trials. All products are being used in treating niche indications with development partners such as Glaxo.

## MCA approval for Amphocil

US company Liposome Technology Inc (LTI) have received approval from the Medicines Control Agency to market and distribute Amphocil, their proprietary formulation of amphotericin B.

Zeneca Pharmaceuticals have signed an agreement with LTI and will have exclusive rights to market and distribute Amphocil in Europe.

Amphocil is a suspension of submicron-sized particles of amphotericin B and sodium cholesteryl sulfate. Intravenous administration of this complex changes the pharmacokinetics of amphotericin B, reducing its toxicity while maintaining or potentially improving its efficacy. Amphotericin B is a broad spectrum anti-fungal antibiotic agent which is widely used to treat life-threatening systemic fungal infections.

The MCA approval covers the use of Amphocil for treating fungal infections in cases where

toxicity or renal failure precludes the use of conventional amphotericin B or in cases where prior systemic anti-fungal therapy has failed.

Significant growth in the anti-fungal market is due in part to opportunistic fungal infections in immunocompromised patients such as those with AIDS, transplant patients receiving immunosuppressant therapy and cancer patients receiving chemotherapy or radiation treatment.

Under the terms of the multi-year agreement, LTI will sell the product to Zeneca for distribution and, based on the achievement of certain regulatory goals over the lifetime of the agreement, will receive up-front and milestone payments totalling approximately \$20 million. According to a Zeneca spokesman, the company expect to launch Amphocil in the UK in early 1994.

LTI have also filed marketing authorisation applications for Amphocil in Ireland and Austria.

### J & J shed staff

Johnson & Johnson have announced staff cuts of 3,000, with 1,000 going through voluntary redundancy. All of these and most of the compulsory lay-offs will come in the US. French and Brazilian factories are also to close.

### Will Kodak sell?

According to a recent report in *The Guardian*, Wall Street analysts are predicting that Kodak is to sell its drugs division Sterling Winthrop. They believe the buyer will be the French drugs company Elf Sanofi, already a Sterling partner. Sterling have dismissed the rumours but Kodak

are under pressure to restructure following the departure of chairwoman Kay Whitmore.

### Tudor magic

Tudor Photographic have joined with Ilford to market the new Magiprinter minilab. A promotional roadshow gets underway in September and it will be exhibited at Chemex. Tudor. Tel: 081-202 0811.

### Scanning success

EPoS use has doubled since 1990. There are now 11,135 outlets scanning bar codes compared to 5,037 three years ago. Non-grocery stores account for 58 per cent of the total, says the Article Number Association.



# Classified

## APPOINTMENTS

### Add a healthy outlook to your local community

*Moss Chemists is one of Britain's most respected pharmacy chains. For over 75 years customers have relied upon our high standards of service and professionally trained staff. Staff who listen and offer good advice and regard themselves as very much part of the community health team.*

### MANAGERS

- Newcastle under Lyme • Caerphilly
- Llandudno Junction • Bristol
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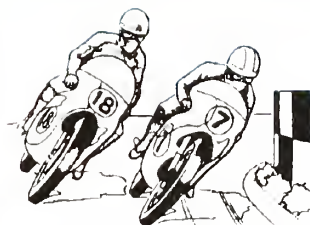
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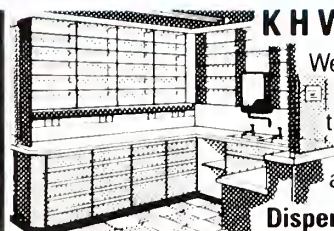
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and so on.



# Aboutpeople

## Bully for Staffordshire

There were smiling faces all round in the Gate House Theatre, Stafford, as pharmacy staff collected their National Pharmaceutical Association's Medicines Counter Assistants certificates.

The course was a joint initiative between Staffordshire Family Health Services Authority and the local pharmaceutical committee.

Funding was provided by the FHSA for pharmacy staff to attend the course, and employers contributed a nominal sum. Tutors for the course were Richard Dean, of Dean & Smedley, and Gill Bullock.

Two preregistration pharmacists from Dean & Smedley also attended the course. They admitted they had been a little anxious about attending but had found the course "invaluable".

Jeff Bourne, pharmaceutical adviser at Staffordshire FHSA says this is the first time they had provided funding for training staff. A number of *agent provocateur* reports had found

that advice given by pharmacy staff was of variable quality; the aim of the course was to raise the standard of advice given by staff.

There had been a "very good response from pharmacies in the area". Feedback from the assistants confirmed that they found the course to be of relevance to their work in the pharmacy.

Ailsa Benson, head of training at the NPA, said the enthusiasm of Staffordshire FHSA for training was returned in kind by the pharmacy staff. She added that the commitment to training shown by staff should be used and developed by employers.

"Staffordshire FHSA have provided a kickstart for pharmacy training in the area and I hope they will continue to support such initiatives."

Following the success of MCA Course Part I, this year has seen the launch of Part II, covering new topics such as skincare, child health and healthy eating.



Paul Craig, a 17-year-old pharmacist from Girvan, Scotland, was the winner of the Sanatogen Cod Liver Oil/Pharmacy Bowls Competition held at the English Bowls Association's headquarters in Worthing, Sussex. He is pictured receiving his trophy from Zoe Phillips, product manager for Sanatogen, watched by the runner-up Mary Nix, from Croydon in Surrey



Staffordshire pharmacy assistants and two prereg students who completed the NPA Medicines Counter Assistants' course, sponsored by the local FHSA, are pictured holding their certificates. Also included are course tutors Gill Bullock and Richard Dean

## CPP Schering Award dinner

The second Schering Award Dinner took place at the Welcombe Hotel, Stratford-upon-Avon. The Award is for an outstanding contribution to pharmacy practice, and is made to an individual at the annual meeting of the College of Pharmacy Practice.

Guests at the dinner for the award this year included president of the Royal Pharmaceutical Society Nicholas Wood, chief pharmacist at the Department of Health Bryan Hartley, chairman of the CPP Dr John Farwell and managing director of Schering Health Care Mike Wallace.



From left: Dr John Farwell, CPP chairman; Alan Crabbe, governor of the College; Mike Wallace, managing director, Schering Health Care; Ian Sutcliffe, governor of the College; Rosemary Mitchell, College administrator; Dr Peter Longthorne, marketing and sales director, Schering Health Care; Dr Ennis Lee, medical director, Schering Health Care; Professor Alasdair Breckenridge, speaker; Professor Bryan Veitch, governor of the College; John Balmford, Award winner; Joan Greenleaf, Award winner; Professor Graham Calder, Award winner; Nicholas Wood, RPSGB president; Robert Martin, government affairs manager, Schering Health Care; Bryan Hartley, chief pharmacist, Department of Health; Marion Hodges, governor of the College; and Brian Riley, Award winner

### Obituary

## Don Woodhouse

Don Woodhouse, sales representative at Henkel Cosmetics, died suddenly on August 14.

Roy Oldfield, office manager, writes: Don is survived by his wife Shirley and a daughter, Lisa.

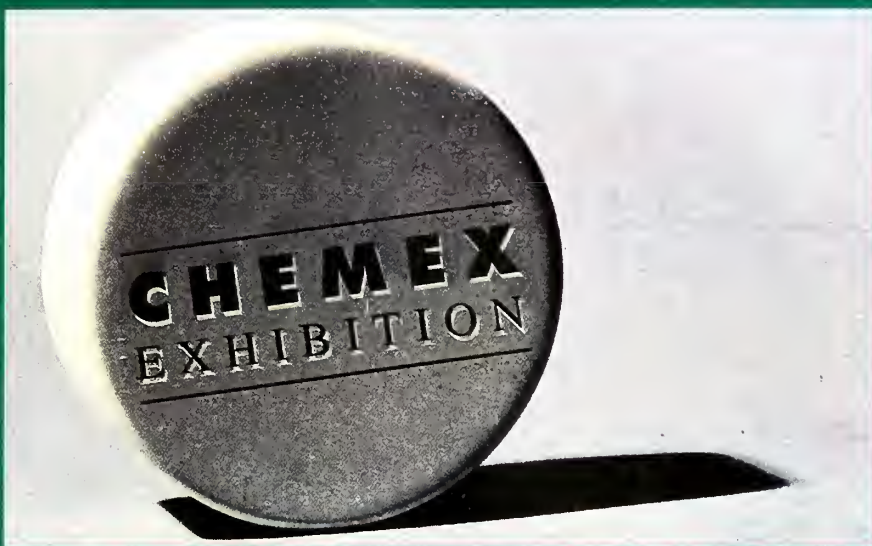
Before becoming a very valued member of Henkel Cosmetics through the acquisition of Nobel

Consumer Goods, who in turn had acquired the Eylure Company, Don had been employed by such well known companies as Houbigant, Fragrances International, Nina Ricci, Christian Dior and Revlon International.

Don will be sadly missed by the many people who he worked with and for.



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If heartburn is left untreated, hydrochloric acid in the stomach's contents can cause *damage* to the oesophagus.

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Keeps acid where it works  
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